

VARIETY

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56 PAGES

RADIO ON THE DOWNBEAT

Dramatic Critics' Box Score

MID-SEASON (Jan. 6)

(Key to abbreviations: SR., shows reviewed; R., right; W., wrong; O., opinion expressed; Pct., percentage)

	SR.	R.	W.	Pct.
BROWN (Post).....	50	45	5	.900
ANDERSON (Journal).....	56	47	9	.839
GABRIEL (American).....	55	46	7	.836
ATKINSON (Times).....	55	45	5	.818
LOCKRIDGE (Sun).....	57	46	5	.807
GARLAND (World-Telegram).....	43	34	4	.791
WANTLE (News).....	59	44	4	.746
SOBEL (Mirror).....	53	38	7	.737
HAMMOND (Herald-Tribune).....	52	36	5	.692

VARIETY (Combined)..... 81 .953
(This score based on 64 new shows)
(Story will be found on page 46)

REPEAL A FACTOR; FINDING ITS LEVEL

Dominance Down—Will Remain Important, but Must Prepare to Fight for Its Audience—Stay-at-Homes Lessen as Depress Lifts—Phonograph Pickup—May Hasten Television

SIMILAR TO FILMS

Rumblings of a new evolution in radio broadcasting are being voiced within intra-radio circles. The thought that the peak of radio may have been reached and that it is now seeking its level is getting around among air men.

Recent national trends are apt to hasten the easing off of the dominant radio vogue, it is felt. Repeal is one of the important contributory factors. Radio merchandisers, broadcasters and the downtown statisticians concede that. This is based on the obviousness of the increasing away-from-home attendance, as already forcibly reflected in every major key city where the smarter hotels and restaurants are enjoying a gross income not experienced by them in years.

Economists and statisticians are likening radio to pictures, which latter industry admits that those net-year grosses of '23 will probably never again be as consistently apparent as just before the bottom dropped out.

Furthermore, in the co-relation of national economics to radio broadcasting, the other form of amusement has often been deemed a depression alternative. With loose money tight, the American public had to content itself principally with the ether as its chief source (Continued on page 34)

Mrs. Roosevelt Is First Lady of Land to Attend B'way Premiere

For the first time in the history of the theatre president's wife attended a Broadway premiere. Mrs. Franklin D. Roosevelt was in a stage box at the opening of 'Re-Echo' which bowed into the Forest last Wednesday (10). She was accompanied by Mrs. Frances Perkins, Secretary of Labor.

Audiences were first aware of the first lady's presence at the second act intermission when an autograph hound barged in from the street, invaded the box and secured Mrs. Roosevelt's signature. Mrs. Perkins then requested that they not be further disturbed.

The audience whereupon rose and applauded the President's wife.

Film Critics' Box Score

MID-SEASON (Jan. 15)

(Key to Abbreviations: PC (pictures caught), R (right), W (wrong), O (no opinion), PCT. percentage.)

NEW YORK

(This Score Based on 238 Pictures)

	PC.	R.	W.	O.	Pct.
KATE CAMERON (News).....	129	103	26	..	.798
JOHN S. COHEN, JR. (Sun).....	149	103	43	3	.698
RICHARD WATTS (Herald Trib).....	105	73	30	2	.695
REGINA CREWE (American).....	138	124	54	5	.672
THORNTON DELEHANTY (Post).....	183	88	36	9	.662
BLAND JOHANESON (Mirror).....	182	117	57	8	.643
WILLIAM BOEHMEL (World-Tele).....	174	107	61	6	.614
MORDAUNT HALL (Times).....	128	78	25	25	.600
ROSE PELSWICK (Journal).....	171	101	39	31	.590

VARIETY (combined)..... 238 57 .719

CHICAGO

DORIS ARDEN* (Times).....	86683
MAE TINEE! (Tribune).....	74660
HAZEL FLYNN (American).....	69623
CAROL FRANK (Her-Examiner).....	73629
CLARK RODENBACH (News).....	69621

* Ellen Keene.
† Frances Kurner.

(Story will be found on page 3)

NO MORE 42ND ST. TICKET SPECS.

Theatre ticket agencies are gradually deserting 42nd street, specs explaining the number of people using that thoroughfare who pay premiums for seats is steadily decreasing.

Too many hot dog shops say the brokers. That applies especially to west of Broadway, a block in which several former legit theatres now operate with burlesque or have been virtually abandoned. Formerly it had more legit theatres lighted than any block in the theatre zone. Favored theatre block currently is 45th street, Broadway to Eighth avenue.

Latest agency to vamp from 42nd street is that Tyson group which carried the label of 'original Fifth avenue Tyson's', moving its quarters to a store in Radio City, the 50th street side of the Rockefeller Center building.

Only three independent agencies, whose business is limited, remain. High rent problem has been worrying the specs. With the bulk of most agency business conducted by telephone, brokers have radically reduced operating expenses.

Think Tough Students Good Legit Judges

Wilmington, Jan. 15.
University of Delaware students will get a chance to pass on new plays before they hit Broadway, under arrangements which the University's drama instructor, C. L. Kase, is reported making with New York producers. Plays would be brought here for one-night trials in the university's auditorium at Newark (Del.). Understood first is to be a new Noel Coward opus. Figured the students are ultra hard-boiled as to drama, and conditions generally more adverse than possible anywhere else.

PRISONER SUCH A NICE PIANIST, HE GETS ROUTE

Reading, Pa., Jan. 15.
Being a piano pounder of ability has won Ward Beckley, a prisoner in the office of the Eastern Penitentiary at Philadelphia, a job as the chief entertainer in a private place of entertainment.

The new Berks County Prison, near this city, sometimes referred to as a 'country club' because of its palatial appointments, park-like surroundings and lack of outside walls and other jail features, lacked a pianist for its 'chapel' entertainments, which include films and other features.

Word was sent to Philly and the state ordered Beckley, who has family ties here, sent to Reading to complete his term, which has six months to run.

Official Nazi 'Brand' Pic Nixed by N.Y. Exhibs

'S. Man Brand', first of the Nazi films, is in New York being shown around to exhibitors and distributors, but no takers. Bavaria Films sent it over to its New York office. Film is being offered to almost anybody, but distributors figure it's not worth getting into possible trouble about. Exhibs, even in the heart of the German nabe in Yorkville, have thumbtied it on the ground it may bring too much attention to their houses.

Mae West Impersonator As Bus Line Shillies

One of the transcontinental bus lines is using a new type of promotional stunt. An actress impersonating Mae West will make the journey from New York to Hollywood. She will be accompanied by a colored maid, making the usual night stopovers at hotels.

Impitation Mae is not required to converse with strangers nor to give autographs. Salary \$150 weekly, job lasting three to four weeks. If liked, same stunt will be repeated to other points.

Or, as Tin Pan Alley Would See It, a Song Pluggers' 7th Heaven

'Count Your Blessings,' theme song of United Artists' 'Joe Palooka' picture, is to also become the theme song of the Roosevelt birthday ball, Jan. 30, throughout the country.

Edgar A. Guest is writing special verses for the 'Count Your Blessings' song, of which he wrote the lyric, and some 5,000 bands have agreed to play it the night of the multiple balls, on the air or elsewhere, in the 3,800 cities and towns where these will be staged.

Proceeds of the national event will be presented to the President on the occasion of his 52nd birthday, for endowment of the Warm Springs (Ga.) Foundation.

In New York so far the Waldorf, Biltmore, Astor, Commodore and Roosevelt hotels will stage such galas.

A stage and screen committee has been formed with H. Wayne Pierson as chairman. On the national committee which has Henry L. Doherty as chairman, show business is represented by Will Hays, Frank C. Walker, and Will Rogers.

Hollywood, Jan. 15.
Picture stars invited to attend the President's ball in Washington Jan. 30 include Bing Crosby, Gary Cooper, Burns and Allen, Marie Dressler, Joe E. Brown and Marion Davies.

FOX, RKO MULL EASTERN PROD.

Both Fox and RKO have discussed plans to produce a number of forthcoming pictures in the east. The Fox activity would be centered at Erpi's studio in Long Island City, while RKO would utilize the recently reopened Biograph plant in the Bronx. Fox has in mind two musicals and RKO may make six in the east.

This would mean that New York looms again as a film production center, put in that position, according to executive explanation, by the persistent high negative costs in Hollywood, despite the past years' clamor for pruning studio costs.

The improvement in general conditions in the East and a better Broadway legit field have also helped to influence these moves.

Reliance Pictures (United Artists) begins production at the Biograph plant the end of this month under Chester Erskin.

700 POP., 800 SEATS

Minneapolis, Jan. 15.
Town of 700 population, Le Roy, Minn., near here, has two opposing theatre, and more seats than the place has people.
Capacity of the two show shops is around 800.

NBC FEARS OWN SURVEY

Lennen-Mitchell Agency Before Musicians Union Trial Board

Waring had, the Lennen & Mitchell agency brought before the trial board of the New York musicians union last week to settle a dispute over some \$500 in rehearsal money which the bandman claimed was due him. Made the first instance of an ad agency appearing before the local to answer charges over alleged non-payment of fees. Involved in the controversy is the Old Gold show on CBS, which L. & M. supervises.

Waring contended that his unit had on a number of occasions conducted its program rehearsals away over the two hours specified by the local's rules. Additional rehearsal time was put in, declared the band leader, at the insistence of the agency and with the understanding that the client would readily pay for it. Lennen & Mitchell denied that it had asked for the extra rehearsals or gave assurance that the big account would take care of them. Waring's salary on the show is \$3,500 a broadcast.

Booking Jam at NBC Over Thursday Night Use of Biggest Hall

Looks like a jam up between General Foods and Standard Brands with NBC in the middle over the use of the right to the network's largest studio in Radio City Thursday nights, unless the former consents to give way by Jan. 18. On that date Rudy Vallee resumes his Fleischmann yeast broadcasts from New York.

General Foods' Maxwell House Coffee Show Boat became a Thursday night tenant of the ace studio when the originating point of the Fleischmann program moved along with Vallee to Los Angeles two months ago. Standard Brands now wants the layout back and its competitor, Maxwell, is reluctant to move. J. Walter Thompson, agency on the Standard Brands accounts, is determined to recover the studio's use on this night for still another reason. It's interested in moving the Paul Whiteman-Kraft show back into the big capacity studio with the return of Al Jolson to the program.

Fleischmann, Maxwell House and Kraft programs run in that order according to the hour from 8 to 11 p. m. on the NBC-WFAP schedule. With Maxwell House holding the studio the other two shows are barred since it would be impossible to clear the audience of one account in time to accommodate the audience of another.

\$24 PER MAN EXTRA ON OPERA PICKUP

Dispute is on between NBC and the New York musicians union over the extra money that should be paid the pitmen during the broadcast of the Metropolitan Opera under the Lucky Strike banner Saturday afternoons. Additional price set by the union is \$24 per man.

Network contends that the Met musicians are willing to make \$5 each and the union should let them have their way. The local's governing board in reply points to the union rules and regulations which provides for such situations a standby man's rate of \$18 for the broadcast plus \$8 rehearsal fees. In making a deal for the opera performance's pickup with the Lucky Strike, NBC had not taken into the consideration the extra musicians money, which means if and when it's paid it will come out of the network's pocket. Met pit numbers around 50 men.

Take It or Leave It

Chicago, Jan. 15. Tag-line which stations are adding to liquor shows like this: 'This announcement and show intended only for those states in which liquor is legal.'

RADIO'S FIRST SECRET LODGE REPORTED

A secret organization is reported in operation hereabouts consisting of broadcasting employees fighting the Canadian Radio Commission. It is the first instance of an undercover vigilante organization in radio here or anywhere.

How real or formidable the organization is cannot be estimated. Commission is apparently ignoring the movement, the latest development in the stormy career of the Federal agency functioning under legislation expiring in April. Enemies of the commission hope to prevent a renewal of its tenure.

Meanwhile a spokesman for the secret order confided that fear of dismissal and reprisals made the subterranean plan indispensable. Stations would fire employees even if the commission itself took no action, they hold.

CROONER SHOT, KILLED

Ft. Worth Theatre Owner Charged with Murder

Fort Worth, Jan. 15. Ted Adams, radio crooner, was shot and killed here last week. Earl Penix, owner of several Fort Worth theatres, is in jail charged with the murder. Shooting occurred when Adams, privately Robert Cushman, was in the company of Penix's estranged wife. Adams has been broadcasting over KTTA and KFJZ. He leaves a widow.

Groucho and Chico May Oil It for \$6,000 Net

Hollywood. Groucho and Chico Marx are negotiating with an company for a series of 13 half-hour broadcasts. Salary is understood to approach the \$6,000 net per program which they received while appearing for Standard Oil Co. of New Jersey.

Alan Simpson of Joyce & Selznick is dealing for the brothers with the oil company, which is not Standard.

The \$6,000 net to Groucho and Chico on the Standard program was top so far to talent, as the oil company paid the agents' 10% for material and all costs.

WKY'S NEW ACTS

Cincinnati, Jan. 15. Talent staff of WKY, Covington, Ky., the one minute from Cincinnati's 5,000-watt, has been strengthened by the addition of six acts on sustaining.

New lineup includes Mildred McFarren, singer; Presto Pirates, instrumental trio; Eddie Newman, guitarist and comic; Mildred Hall, pianist; Gene Jordan, formerly of WJR, Detroit, tenor, and the Three Shades in Ten.

JITTERY ABOUT STATION KICKS

Recently Completed Maps and Charts Revise Some Former Conclusions—Regional Dynamite Where Red and Blue Webs Lap

A DILEMMA

Now that NBC has completed the survey showing the actual listening coverage enjoyed by each of its affiliated stations the network is leery about releasing this info. It is afraid it will step on too many toes.

Involved in the web's dilemma is more than the probability of incurring the displeasure of an appreciable number of affiliated outlets. NBC is faced with the problem of kicking over its own apple cart.

Material collected by NBC field engineers in the recently conducted probe of each allied station's signal strength tends to show that the comparison of accumulative coverage between the basic red (WEAF) and blue (WJZ) links is radically different from what had previously been pictured. Even though the data strengthens the network's position in many spots a realignment of the two loops would not only entail too many complications from the operating and statistical angles but likely aggregate the present irritation.

A Kickback

NBC has already had one sample of affiliate repercussion arising from the recent survey. While on a visit to New York the station operator obtained a map showing the results of the tests taken of the two NBC allied outlets in his town. Latest charting gave his transmitter a wide edge over the opposition's and served to refute the general impression that his coverage was the superior coverage. The station operator with the map made free use of it in going after the opposition's accounts. Competitive broadcaster, on finding out where the map had come from, raised a howl against the network and demanded to know what NBC was trying to do to his business.

Network's survey disclosed that a number of stations with high power weren't getting anything near the coverage that minor powered outlets had in the immediately surrounding area and that in many instances the station with a choice spot on the dial had the advantage over a competitive outlet clothed with higher operating power. It also brought home the observation that the rank and file of stations would be better off, if, instead of petitioning the Federal Radio Commission for increases in power, they concerned themselves more with improving the transmitter setup and general condition of the equipment.

CHI BROADCASTERS CHIN

Literary Salon Holds One of Its Rare Meets

Chicago, Jan. 15. Chicago Broadcasters Ass'n. last week held one of its occasional meetings. Only result was a pile of cigar butts in Sen Kane's office where the meeting took place.

Meeting was practically over by the time president Howard Hogan appeared on the scene. They talked about the weather, Jimmy Petrillo and company unions, looked out of the window, and decided it was time to go out and get some beer.

Sam Follow Out

Sam Follow, club booker, goes off the payroll of CBS Artists Bureau at the end of next week. Follow has been doing the network's club bookings for almost two years. Prior to that connection he was with RKO.

Crossley Reports Probably Going To A.N.A. for Economy, Expansion

Oldest Station

San Francisco, Jan. 15. Claiming to be the oldest broadcasting station in the world, KQW, San Jose, will celebrate its 24th birthday this week. Fred Hart started the 500-watt that long ago, and few years back opened a Frisco branch studio and office.

Natal day will be observed with a 24-hour broadcast, including appearances of guest stars from other local stations, network and indie allies.

Negotiations now in process indicate that the Association of National Advertisers will after Feb. 28 assume complete operating responsibility for the program popularity checking, service known as the Crossley Reports. Whether A. M. Crossley, who created the analysis and who for the past four years has operated the program checking proposition as part of his general statistical collecting bureau, will join the ANA payroll March 1 is yet to be determined.

During the past year the revenue derived from selling the service to air advertisers and ad agencies as compared to the huge cost entailed in maintaining it hasn't been up to Crossley's satisfaction. Rather than see the project abandoned the ANA has elected to make it part of the association's statistical department and continue to sell the service to ad agencies as well as national advertisers who are on its membership rolls. Association also figures that with the checking service coming under its complete control it will be able to increase the sources subscribing to it and thereby cut down the individual subscription fees, which now come to around \$2,600 a year. ANA has held the copyright on the program analysis idea since its inception and also supervised the work.

Subscribers to the checking service at the present time consists of 22 ad agencies and 16 national advertisers. Although the contracts with these clients have various expiration dates, the fiscal year for the Crossley broadcast service ends as of Feb. 28.

Threat of Opposition Bestirs Stagnant CKY To Try Showmanship

Winnipeg, Jan. 15. After being panned for the past five years for lack of showmanship in its radio presentations, government-owned CKY is waking up, because new indie, CHRC, will soon be on the air to challenge competition.

Since 1923, CKY has monopolized broadcasting in this province to the boredom of the listener. Recently James Richardson, millionaire broker, got okay from Federal government to set up a 100-watt which caused CKY officials to wall that their station was doomed.

That was months ago. Now the attitude is reversed and CKY, for the first time in its existence, is showing signs of showmanship. Starting with an advertising campaign in the local papers, they further startled the long-suffering tuner-in by grabbing off one of the smartest radio men in the Canadian west, namely D. R. D. Coats.

SCHLITZ AUDITIONS BECOMING HABITUAL

Chicago, Jan. 15. Last week Schlitz beer company held its steenth audition. This time at Columbia, because NBC had the previous couple. Schlitz is very gracious that way, and the network appreciates the way the beer account gives NBC and CBS program and sales departments the equal number of headaches.

Both networks have given up hoping for a contract any more. They now hold Schlitz auditions through force of habit. Schlitz started auditioning in June, 1933. They said they wanted the show for the hot weather season.

But neither NBC nor CBS is thinking of doing away with the Schlitz auditions. They like 'em. As an exec said, it's at least good practice for the sales force. After a week's work on Schlitz a salesman becomes so tough that he can go out and sell six other accounts right off the bat.

PRESS RADIO PACT HELD UP BY HEARST

Ratification by the press faction of the peace pact worked out with the networks has reached an impasse because of William Randolph Hearst's refusal to commit either his newspapers or broadcasting enterprises to the agreement. Both the Associated Press membership and the United Press as an organization are reported to have okayed the covenant which will give the press authority to regulate the broadcasting of news.

Hearst's main objection to the plan is the provision that would subject the newscasting operations of his outlet to the supervision of a committee containing reps from competitive news collecting services. Hearst's two news clearing organizations are the International News Service and Universal Service.

MIKE AND HERMAN BACK

Old Ti io Team Off Air Two Years

Chicago, Jan. 15. After two years' absence as sponsor and its favorite act return to the ether. On Jan. 21 Kasper coffee brings back Mike and Herman, the comedy dialectal team.

Will be on three times weekly for 15-minute afternoon rides. Act once was a big favorite in Chicago area.

N. Y. TO CLEVELAND TREK FOR AIR SHOW

For a singleton broadcast over WTAM, Cleveland, and WLW, Cincinnati, the McCann-Erickson agency last week transported from New York to Cleveland a troupe made up of George Olsen's band, Joe Morrison, and Duke (Sister of the Skillet). Francis Langford and the Men About Town quartet. Show, which lasted an hour Tuesday night (9), was framed to help Standard Oil of Ohio celebrate one of its birthdays.

Last time that McCann-Erickson arranged a similar twin city broadcast for the Ohio refiners with the cast put together and rehearsed in New York was two years ago.

Mumps and Kilocycles

Quebec, Jan. 15. Dr. Charles Houde, a country doctor practicing in the Gaspé area of this province, has started a 200-watt radio station at New Carlisle under authority of the Canadian Broadcasting Commission.

Programs in both French and English will be broadcast. All letters are "CHNC."

Educators Told Profit-Seeking Causes Low Quality Programs

Charlotte, N. C., Congress should initiate a scientific and comprehensive study of the whole field of radio, Eugene J. Coltrane, field representative of the National Committee on Education by Radio, told educators from the Piedmont section of North Carolina at a conference at the Hotel Charlotte.

He reviewed the positive contributions of radio to the home life of the nation and its possibilities in the education of the child. He was severe in his criticism of the type of programs broadcast for the most part, and which wield a tremendous influence on the cultural life of the children of the nation.

Fact that radio is supported by advertising was given as the cause for the unhealthy type of program. There is a clear answer to the question why we have poor programs. The advertiser, sponsoring and selecting the programs, has a motive in view—that of selling his goods. Thinking in terms of profit and not public service, he gets the program that will draw the largest audience.

Speaker added that if it becomes necessary to propose another means of support, this is not the time nor place for such a proposal. He outlined briefly the means of support in England and Canada.

INDIE BROADCASTER WON'T SELL STATION

St. John, N. B., Jan. 15.

A broadcasting feud exists here between an independent broadcaster, C. A. Munro, and H. P. Robinson, head of the New Brunswick Telephone Company, the New Brunswick Publishing company (dailies) and otherwise influential. Robinson has been authorized by the Canadian Radio Commission to build a 100-watt station to operate in connection with his newspapers. Unless Munro will sell out his six-year-old CFBQ to Robinson the prestige and pressure of the telephone and press baron will go behind a brand new station. Thus far Munro has refused to sell and says he will resist.

Hockey Play-By-Play for Chevrolet Dealers' Assn.

Detroit, Jan. 15.

Detroit Chevrolet Dealers Assn. is sponsoring a nine-weeks series of broadcasts of hockey games at Olympia. Covering 27 broadcasts of regularly scheduled league games in the National and International leagues.

Lynn Wilson has been brought in from London, Ont., to do the play-by-play announcing.

WKBF's Booking Office

Indianapolis, Jan. 15.

Finding himself more and more in show business D. "Plug" Kendrick, manager of WKBF here, is now negotiating with several theatrical agents to put in a regular talent and booking department.

Department is to sell talent not only to sponsors for radio shows, but also for personal appearances in theatres, clubs, etc. Follows idea of such stations as WLS, Chicago, and WLW, Cincinnati.

Barn Dance Turns Pro

Cincinnati, Jan. 15.

Weekly barn dance program of WSAI, inaugurated three months ago as a sustainer, goes commercial tomorrow (16) for Sears, Roebuck & Co. on a year's contract. Sponsor will stage the broadcast in its Cincy store on Tuesday nights, with several hundred sitters in for each program.

Entertainers, all on Crosby staff, who participate are Pa McCormick and his oldtime fiddlers. Oklahoma Bob Albright, m.c., and Clyde and Carl.

WSAI aired the program on Saturday nights in its studio with lookers-on, who were invited to join in rural dances during the proceedings. This idea will be continued by the commercial.

A Local Act

Albany, Jan. 15.

Manager of Albany theatre approached radio station here to obtain local radio acts to add to his film program, which has a 10, and 15-cent admission. He was offered singers, but declined.

Station asked who he had in mind. He replied: "Myrt and Marge."

No Cuban Censorship But Arguments with Soldiers Are Possible

Havana, 10.

Cuba has no radio censorship but a policeman, soldier, or sailor is apt to be found at all times on guard within radio stations seeing to it that no opponents of the present de facto government take to the microphone. And the Chief of Police has discretionary powers of slapping a fine up to \$1,000 on anybody broadcasting offensive matter.

Jesus Lopez, newspaperman, has been a thorn in the government's side with his 'Voz del Air' news broadcasts over CMCD. Military authorities watch him very closely.

Announcer Works Nights, WWNC Business Better

Asheville, N. C., Jan. 15.

Because of the new national accounts opening up just after the first of the year, Station WWNC, Asheville, N. C., has re-arranged its announcers' schedules. Hitherto, announcers went home early as station identifications were made by the engineers on duty.

With these national accounts, hour schedules have been re-arranged to keep Announcer Robert Cochran on duty every evening late, relieving him of daytime stuff. Among new accounts which opened up right after the New Year were Crazy Crystals, transcriptions in addition to the network programs, Plymouth, Chevrolet, Gillette, and Pontiac. With these are carried Stanback, Charles Stores, the Watchtower (45 min. weekly), J. F. G. Coffee, and several of the accounts which have been on WWNC for some months.

Several local commercials have newly started also, opening up 1934 in a prosperous manner. G. O. Shepherd is director of Station WWNC.

Del Monte Jam Fixed

San Francisco, Jan. 15.

Injunction suit prohibiting plugging of its Del Monte coffee on the Coast having been straightened out, California Packing has added the western NBC network to the previous WEAH hookup for Captain Dobbie's 'Ship of Joy'. Only western sponsored transcontinental show, 'Ship of Joy' wasn't released on the Coast.

Injunction had been brought against Calpack by Tillman & Bendel, also makers of a Del Monte brand. Under verdict of U. S. District Court of San Francisco, T. & B. give up the Del Monte label.

Carl Olliger of McCann-Erickson handles the account.

Delos Owen Off WBBM

Chicago, Jan. 15.

Delos Owen is off the CBS-WBBM production staff where he has been assistant to Walter Preston, production chief.

Owen came to WBBM after a long stay at WGN, the Chicago Tribune outlet.

WLW, Cincinnati, has resumed the Friday night half-hour Chime Revere programs by the Crosby concert under direction of William C. Stoess.

WSAI, Cincinnati, has added two sustaining acts: Missouri Kinney and her daughter, Florence, piano and vocal, and Cohen and Lombardi, Italian dialect, songs and accordion.

THAT RADIO MENACE

Bruno Walter Describes It—Then Speeds to Embrace It

Paris, Jan. 5. Bruno Walter, German conductor of the New York Philharmonic, arrived here with a slam at radio on his lips and at the same time announced that he was going to direct concerts for the British Broadcasting Company.

The interference of broadcasting with symphony concerts is really quite a danger, Walter said. 'It is no wonder that concert attendance falls off when people can sit comfortably at home and enjoy the same program over the radio.'

The menace is so great, in Walter's opinion, that he went right over and joined it.

After conducting in St. Moritz, Florence, Geneva and Lausanne, he will go to London and do three concerts over the B. B. C. network. Then he will go to Amsterdam, Paris and Vienna to conduct in concert halls, returning again at the end of his tour to the hated microphone in London.

Gammons Raps Minute Blurbs As Bad Policy

Minneapolis, Jan. 15.

WCCO is turning down one-minute announcements by the wholesale, according to Earl Gammons, station manager. On one day recently it turned down 10 such accounts, Mr. Gammons states.

Gammons believes that stations using a large number of these straight advertising announcements are making a big mistake and 'should get help to themselves'. He points out that it is unfair to the companies spending large sums on elaborate entertainment.

Excessive use of the one-minute advertising announcements threatens to bring public disfavor on the radio, Gammons feels.

AUTO RADIOS TAX FREE

Proving Owner Pays for Home Set—Yanks Untaxed

Ottawa, Jan. 15.

Canada's 1934 gift to radio is the decision by the government to grant a free license for a radio receiver installed in an automobile when the owner already holds the annual license for a radio set in his home. Two for the price of one is the rule in this case, the fee being the usual nickel of 42 per annum.

U. S. motorists touring Canada with a radio installed in the car will not be asked to take out a license as long as they are just visiting.

Circle Rings on NBC

Chicago, Jan. 15.

Perfect Circle piston rings start on NBC blue network show shortly. Contract signed calls for a Sunday afternoon 30-minute period for 13 weeks.

Though time is set the show isn't. Now hunting around for a novelty and likely that the program will be dramatic to compete with the flock of musical shows on Sunday afternoons.

Charlie Agnew's Discs

Chicago, Jan.

Armand Lottion turning out a series of test other discs featuring the Charlie Agnew band. Through the Reincke-Ellis-Younggren and Finn agency.

First batch contains 13 discs at 15 minutes each. Will be planted through some Iowa towns and if a click figured for a network show.

RUSH HUGHES PROLONGED

San Francisco, Jan. 15.

Rush Hughes is back from a fortnight's vacation, part spent in New York, and this week resumes his daily 'column' on NBC.

Bakery sponsor and J. Walter Thompson agency put through an extended renewal for the broadcast, which has been on about a year.

Bar Mexican Studios in U. S.

FRC Reports Progress for Year—559 Stations Operating in Country

Father Doing Well

San Francisco, Jan. 15.

A baby daughter arriving at the home of Don Cope, NBC producer, ahead of schedule threw plans of Mrs. Cope's girl friends for a shower up in the air.

While the missus was in the hospital with the young Cope carried on the home's social duties by hosting it to 14 gals at the shower, receiving all gifts in the name of his frau.

6-STATION NETWORK OPERATES IN CUBA

Havana, Jan.

National Network of the Cuban Telephone Co. has added a new link with CMJH of Ciego de Avila, which covers the northern part of Camaguey province. Chain now comprised by CMS at Havana, CMHD, Caibarien; CMJH, Cienfuegos; CMJH, Camaguey; CMJH, Ciego de Avila and CMKC at Santiago.

Rates remain unchanged, \$100 per hour including entertainers. Proposed Radio Artists Union, after more than ten weeks in organization, hasn't yet been approved. Everybody wants too much money.

WNEW Will Have Longest N. Y. Schedule

WNEW, Newark, will take to the air between Feb. 1-15 at which time WODA, Paterson, and WAAM, Newark, will go off the air as part of the deal arranged by Milton Blow. Dick O'Day, technical; Don Clark, programs, and Ed Fisher, publicity, will be the department heads, with New York headquarters in the former Amalgamated studios. Station will operate from 7 a. m. to 3 a. m., the longest schedule in the metropolitan area. Watinge is 2,500 until night, 1,000 thereafter. Roxy LaRocca engaged as musical director of station.

NBC Engineers' Mag

Chicago, Jan. 15.

In about 30 days the first issue of a new institutional magazine known as the 'NBC Engineers Quarterly' will be published. Will concern the problems of radio engineering and additional personal gossip concerning the engineers and their doings.

No editor-in-chief but a editorial board composed of one engineer correspondent from each NBC division. Will be published in Washington. S. A. Wankle and Al Eisenminger are the New York and Chicago men.

SCHNOZZLE'S BOSWELLS

Hollywood, Jan. 15.

Jimmy Durante has engaged Jack Harvey and Milton Ralson to prepare material for his series of 28 broadcasts on the Chase & Sanborn hour starting in April.

The writing team got the nod from Durante while working on the script of 'Strictly Dynamite', which Schnozzle will do for Radio.

BOWEN SIGNS WSJS

Winston-Salem, Jan. 15.

Scott Howe Bowen, radio advertising representative, stopped off here enroute to New York and signed with WSJS as station representative. Norris O'Neill, manager of WSJS, handled the details.

Bowen predicted radio would have its best business in 1934.

Wilcox with NBC

Chicago, Jan. 15.

Harlow Wilcox now with the NBC announcing staff here. Formerly with CBS-WBBM, Wilcox has been free-lancing for the past few months.

Entry of Wilcox causes some shift in the spilling staff, sending Norman Ross to the 'Teaberry Sports Reporter' show.

Washington.

Federal campaign against air pirates in Texas and other states is proceeding satisfactorily, Federal Radio Commission announced last week, but amendment of the radio act to prevent operation of high-powered American-owned Mexican stations probably will be asked of Congress.

Reports from the front show that during the last six months of 1933 in Federal Courts 14 cases in various states resulted in guilty pleas or verdicts, with five Texas cases ending satisfactorily to the government. Past year showed wide growth in illegal operation, particularly in the Southwest, according to recent annual report of Acting General Counsel George B. Porter. Chairman Eugene Sykes told House Appropriations committee, however, that the situation is well in hand.

With only two cases resulting in acquittals, courts plastered fines totaling \$1,250 on nine defendants and handed out sentences of aggregating nine years, six months, 10 days to 10 defendants. Most of the jail sentences were suspended.

Restrictions to curb Mexican transmitters will be advocated as result of the failure last year of the United States and Mexico to get together on proposed agreement to prevent border stations from interfering with domestic broadcasts. Immigration Commission wants to place on the books a law prohibiting foreign stations from maintaining studios in this country broadcasting remote-control U. S. programs without permission.

Drive against pirate stations is costing the government more than had been expected since offenders insist on testing government power in court and could not be scared off, but diligent prosecution is expected to clear the situation in pending cases. States that low membership in domestic broadcast stations that the violations result from an organized movement to defy power of Commission. Porter in his report said that facts obtained by investigation and opinions of technical experts disprove contention that signals of low-powered pirate stations do not cross state lines and noted that consequently transmitters are not exempt from Federal regulation.

Commission work grew steadily during the fiscal year 1933, Judge Sykes said in annual report, although applications from broadcast stations fell off somewhat. During the year more than 41,000 formal matters were given attention, with commissioners sitting en banc to hear 118 matters.

Broadcast applications numbered 2,193, a drop of 326, while applications for licenses numbered 2,445, a decline of 88. Number of new broadcast stations rose by 15, an increase of 7 in authorizations of this character, while deletions numbered 22, leaving 569 stations in operation on June 30.

Rockwell-O'Keefe Take

Over Pappy, Ezra, Zeke

Management of Pappy, Ezra, Zeke and Elton, hillbilly team on WMCA, New York, the past six months, has been taken over by Rockwell-O'Keefe, Inc. Act starts Jan. 22 on a five times a week schedule over NBC with at least two of the releases coming at night.

Troupe originates from the west coast where it broadcast under the tag of the Beverly Hillbillies.

Guy Lombardo Stays

Los Angeles, Jan.

John Reber, on the coast for the J. Walter Thompson Agency, set a new deal with Guy Lombardo whereby the latter's orchestra stays on the Burns & Allen program under a new contract.

Reber is now in San Francisco.

Burroughs Goes to Work

Hollywood, Jan. 15.

Edgar Rice Burroughs takes over the distribution of his disks of 'Tarzan the Ape', which have previously been handled by American Radio Features Syndicate.

Author will also produce the new series of records himself.

With Time Sold Solid, Network Chi Stations Cut P. M. Announcements

Chicago, Jan. 15.—Evening time now jammed on both networks the big stations are beginning to worry about their artistic standing again and are cutting down on spot announcements. Will sell only 15 minutes or more on the NBC local stations. The five-minute show and the one-minute announcements are being killed off as rapidly as the current contracts expire.

NBC led off last week with the blanket order that no announcements will be accepted on NBC local service stations after six p.m. WBEB, the local Columbia outlet, is busy freeing its evening air of weather reports and general announcements. Move on WBEB follows the long standing rule of the CBS New York key, WABC, which accepts only the time signal.

Only announcement left on WBEB is the Bulova watch time signal which is placed under the heading of public service. Non-announcement order on weather reports kills off such well-knowners for WBEB as Rem and Pils, the latter finishing the deal when the present contract expires on Jan. 30.

AIR PARSONS PAY: PROSPERITY BACK?

Los Angeles, Jan. 15.—Los Angeles is sure that the prosperity corner has been rounded. This isn't based on any reports from Wall Street, or from Washington. L. A. bases its assumption on the fact that the radio preaching parsons are now paying their bills. City has 10 clerics who conduct services each week over various radio stations and call for funds to carry the expenses. For months the clerics have been carried on the cuff by most of the radio stations, with the broadcasters figuring that if they were fired they'd never get their money, so it was better to carry them and trust to an upturn. Within the last 30 days the ether collections have been made and the parsons have paid their bills in full. Some of them were in the red up to \$750.

Deduction drawn from this is that preachers were considered a luxury in the hard days, and now that money is getting scarce, they are being included in the list of things that are a little more freely.

Theatre Man's Script Idea Clicks, Spreads

Detroit, Jan. 15.—Gordon Bakke Company will extend its Lone Ranger show to include WOR, Newark, starting Jan. 17. Some weeks ago show was extended to WGN, Chicago.

Program started and built into a favorite over WKYZ, Detroit. It's a western idea suggested by George Trendle, veteran film exhibitor, who is president of WKYZ. Trendle learned about westerns and their appeal as a theatre operator. James Jewell does the dramatizations.

Radio Lecturer Under Arrest; Forgery Charge

Birmingham, Jan. 15.—Joseph Gordon, radio lecturer, is in the house of arrest at Jackson, Miss., awaiting extradition papers from Montgomery, where he is wanted on charge of forgery in connection with a bad check bearing the name W. M. A. Pape, owner of the Mobile station.

Three warrants were sworn out by a hotel manager at Montgomery, and Gordon was arrested at a Jackson studio. Charges amount to about \$20.

F. & S. EAST

Chicago, Ill.—Free and Steinberg last week opened a New York office for the station representative. H. H. Preston Peters went east from Chicago.

First new stations on the list for New York representation are the two Ralph Atlass stations, WJJD, here, and WIND, Gary.

SUSTAINERS RESERVED

CBS Bars Sponsored Acts From Other Spots

Acts connected with commercials are barred from doubling into sustaining spots under a new rule prevailing at CBS.

With open evening niches becoming more and more scarce the network wants to reserve this available time for built-up candidates or other talent on its list at liberty between sponsors.

PROTEGES PAY 75% COMMISS ON PAY

Chicago, Jan. 15.—Most malodorous practice to the nostrils of advertising agencies around here at the moment is the so-called protege racket. This, briefly, is the procedure of discovering unknown talent and collecting 75% commission. Discoverers are performers or bandmen of standing. Unknown talent being exploited are their proteges.

What irks the advertisers is paying \$200 for a performer when only \$50 of the sum may be actually going into the performer's pocket-book. Apart from a feeling of being gypped in the financial arrangements the agencies have another slant. That is the ever-present fear that the client may inadvertently find out about the salary discrepancies.

Advertising agencies realize from bitter experience that once an advertiser's suspicions are aroused on talent costs the seeds of the account-removal have been planted. Protege thing with its rather raw and cold-blooded profits at the expense of young talent is hard to explain to an advertiser. However innocent the advertising agency might be the blame is apt to fall on them.

Nobody is willing to define what a fair fee would be where an enterprising standing pushes a rank outsider into the limelight. Presumably special efforts are worth special commission but commission that almost amounts to confiscation of salary seems to be the general idea of patrons of young artists as to the line of nomination for the glories of protegedom.

SHOOTING TRIANGLE IN HAVANA RADIO

Havana, Jan. 10.—While Maria Cervantes, popular Cuban radio singer, sat at the Florida film theatre where a benefit in which she was taking part was going on, her husband, Dr. Augusto Aulet, walked in, a pistol in his hand, and shot and killed her escort, Rafael Llovet, a student and newspaper reporter, sitting next to Maria.

Maria Cervantes' age is reported as 42, her husband's 52, and the escort 23. Dr. Aulet calmly walked to the nearest police station and gave himself up.

Footie Quits

Ernest B. Footie has quit operating as a special station representative on his own. Organization which he folded was incorporated under his own name and had eight stations on its list.

Prior to going into business for himself Footie was with the World Broadcasting System.

Air Acts in Cafe

San Francisco, Jan. 15.—Tim and Irene (Ryan and Noll) and Will Aubrey booked by NBC for the Bal Talarin cafe when Kay Kyser's band returns Jan. 24. Tom Gerun's band bows out on that date, scrambling for the Club Forrest, New Orleans.

Dusting the Attic

(For the way-back-when on present day radio names, VARIETY will exhume its New Acts files on vaudeville which go back over a period of 28 years.)

(Jan. 4, 1918)
FRED ALLEN
Talking Juggler
16 Mins.; One American

If Fred Allen is his right name he should change it, and if Fred Allen isn't his right name someone should tell what it was, for this Fred Allen has copped and copped until he may think he has an ace. But what he has is so well known along the big-time routes that the very familiarity of it must push him back on the small time, even though he could make the big time, which he might have done five years ago, but five years ago he would not have been able to cop what he has now.

His first lift is the ventriloquist bit of Felix Adler's, but he's not the first to take that (and some of those who have taken Adler's ventriloquist business have debared themselves forever from expecting protection for anything of their own, if they ever secure anything original). Allen walks on with a dummy, and with a dummy and a chest does what Adler did so long and may still be doing, the only difference being Adler uses a live dummy and Allen carries an actual dummy, with the stage hands working from behind the drops or in the first entrance.

A real photograph record is used for an imitation of a gramophone, and Allen says it's an Edison. Later he juggles, three or four balls, talking meanwhile about knitting. There is something in fact, but not knowing where he is sitting, that he doesn't like applause, and that, when falling in one trick, informing the audience they knew what he intended, which may be recognized by Allen's own.

A pair of wooden hands projected from the wings applaud him a couple of times, and toward the 'ish he says that as he can't take chances on his encore he will do the encore before he leaves. When departing some slides are thrown upon the curtain, with pictures of Washington and Wilson, and Allen, bowing, while during the act an assistant dressed as a stagehand rudely removes a screen, and there are other bits the Cook might think were suggested by his act, if not more closely connected with it.

Allen's iron ball and turnip juggling have been somewhat varied from others and could almost be taken as new in these days, but he is merely a copy of other and better acts who have gone before him and will remain before him while he goes on his borrowed material. His is a nutty talking-juggling act, and if he stays away with it on the big time, then he is near as nutty as the big time is.

That was in 1918. In 1934 Fred Allen is one of the best comedians writing his own material. He only has a couple now from Portland Hoffa (Mrs. Allen).

White Takes Glover's Duties at Columbia

Paul White was assigned Monday (yesterday) to head CBS' special broadcasts department. Job became vacant with the departure last week of Herbert B. Glover.

White will retain charge of the Columbia News Service, which continues in operation.

2 DOWN IN FRISCO

San Francisco, Jan. 15.—Herbert B. Glover's drama staff is seriously ill with a combination attack of diphtheria and smallpox which seized her shortly after she had attended a rehearsal of 'Mud Caves.'

Eddie Murphy, p.a. for KTAB and KJHS, is recovering at St. Luke's hospital from a bad infection of the left arm.

FRC Not Disposed to Ban or Censor Hard Liquor for Drys; Uncertainty Is Keeping Distillers Off Radio

RALPH WONDERS BACK

Fortnight Hollywood Talent very Completed

Ralph Wonders, Columbia Artists Bureau mgr., returned from Hollywood Monday (yesterday), after spending a couple weeks looking over the field for available radio talent. He brought no contracts back with him.

With commercials increasing number turning to the picture colony as a source of material for their programs the network delegated Wonders to make a survey of the situation. His task was to find out what film names were free to go on the air, what the asking prices were and what producing companies were connected with.

William Paley decided whether he himself will make a trip to the west coast around Feb. 1, as previously scheduled.

MEXICAN GOVT. VAMPS YANKS BY RADIO

San Francisco, Jan. 15.—Mexican government is planning a series of transcriptions for American stations, and is taking Grace Anderson Michie, radio writer and one time pop producer, on a tour of the country this week to write the disc series.

Miss Michie leaves for El Paso this week (18) hopping across the border to a cruising hotel car that will take her through the entire country for an indefinite period. She'll write her experiences, impressions and descriptions. MacGregor-Sollie labs here will wax 'em and Mexico will buy the time on some 50 American stations. The Michie trip will be on the Mexican government.

Miss Michie, who was an indie pop producer some years ago before busting into radio, is a similar job for the Australian. Travel Bureau last year, the discs going on 52 American stations, and is slated to do one for New Zealand when she's through with our southern neighbor.

BIG TURNOVER ON KFAB ANNOUNCERS

Lincoln, Jan. 15.—KFAB has trouble keeping announcers. Seems everyone they get going good gets legit-minded and promotes a job in some cast somewhere and pulls out.

The first announcer to be stung by the bright lights was Lee Bennett, grabbed up to be Jan Garber's vocalist. The second was Adolph Brandes who hit the road with 'Brigham Young.' Third was Lauren Gilbert, prominent in the cast of Bonstelle players in Detroit. And now Russ Baker is lopped off with an engagement at the Community layhouse in Omaha starting the latter part of January.

Al Foska probably would have gone for the idea, but they made a program director out of him—so he'll stay on.

Frisco Renewals

San Francisco, Jan. 15.—Flock of renewals have come for NRC this week, including the renewal of Glover's Coffee's sponsorship of Lee S. Roberts twice weekly; and of Langendorf Bakery for Rush Hughes' Air Pictorial; renewal of 'Orphan Annie' for Ovaltine; S.O.S. and Easy Washing Machine on Women's Magazine of the Air; and General Mills on Al Taver's show.

Federal Radio Commission is expected to assume a handoff policy toward the advertising of hard liquors on the air, hold the line, be forced to an issue the commission is prepared to answer those advocating regulatory measures in this direction with two counter arguments. One is that it can no more restrain the broadcasting of liquor plugs into dry states than the government can presume to stop the circulating of newspapers containing such advertising in similar areas. Other contention will be that the commission could not undertake to censor hard liquor advertising without extending this supervision to light wines and beer.

Filing of petitions with the FRC by prohibitionists asking that stations whose signals carry over into dry territory be restricted from taking liquor advertising on the plea that this would be against the public interest has been mainly responsible for the small amount of business placed with radio by the distilling and distributing interests. Before they start making appropriations for the air these factions want to be sure that interference from the FRC won't bungle things for them.

Only outlet in the east known to be carrying hard liquor advertising is WNYC, the Yankee network key in Boston. Station has one whiskey and two gin accounts. As a result of the agitation for censorship started by the dry forces in Washington WNYC has inserted a line into the copy matter on these broadcasts which reads: 'This program does not intend to offer liquor for sale in those states where it is against the law.' Understanding is that the Federal Radio Commission will unofficially suggest to the broadcast trade that it adopt a similar explanatory appendage for all liquor advertising.

Lord and Thomas are sending queries to important radio stations asking their policies on the liquor question and if favorable answers are received will put the broadcast trade that it adopt a similar explanatory appendage for all liquor advertising.

Hearst Seeks Eastern End of WCCO's Wave Held by Weak WNYC

W. R. Hearst is arranging to make application to the Federal Radio Commission for the rights to the channel now occupied by WNYC as soon as the New York City administration makes a move to abandon the title. WNYC has been listed by Mayor LaGuardia as one of the city projects that would be dropped in line with his economy campaign. Putting of the latter plan into effect depends on the passage of a New York city measure calling for revision of the municipal charter by the state legislature.

If the FRC okays Hearst's application it will give the publisher two stations in New York. Other is WINS, assigned to 1480 K.C. and operating daytime only. WNYC is licensed to operate at 500 watts and shares the 810 K.C. wavelength with WCCO, CBS's 50,000-watt in Minneapolis.

MacDonald Cancels

Hollywood, Jan. 15.—Expecting to start work in Metro's 'Merry Widow' in February, Jeanette MacDonald has had to cancel her Feb. 11 date to sing on the Ford auto broadcast.

Ford company has to its dates set far in advance, so will put another singer in the program and give Miss MacDonald a later date.

HARRY SMITH STEPS OUT

Harry Dwight Smith has retired as the v.p. in charge of McCann-Erickson's radio department. He will however maintain a part time interest in the firm's operation and also retain his stock ownership in the firm.

New Business

FORT WAYNE

Rugby, American Research Chemical Co., Columbus, O., announcements. WWOV.
Chrysler Motor announcements. WWOV.
Plymouth Motor announcements. WWOV.
Chrysler Auto Co., announcements. WWOV.
Cloverleaf Creamery Co., of Decatur, announcements. WWOV.
Nyal-Uatone, 15 mins., was spot announcements. WWOV.
Chimaleine Co., of Canton, five-minute was spot announcements. WWOV.
Oyster, of Kansas City, 15 mins., was spot announcements. Placed by Dillon-Kirk agency. WWOV.
Peterman Incubator Co., of Gettysburg, O., daily announcements. WWOV.

PITTSBURGH

Chrysler Corp., 13 transmissions. Placed by J. Stirling Getchell, Inc. KDKA.
Philadelphia Co., 8 one-minute announcements. Placed by Equitable Sales Co. KDKA.
Chimaleine Co., 5 five-minute transmissions. Placed by W. S. Hill Co. KDKA.
Freedom Off Works, temperature report daily for 7 weeks. Placed by Albert P. Hill Co. KDKA.
Diagraph, Products, 15-minute transmissions, 13 times. Placed by Broadcast Advertising. KDKA.
Duquesne Brewing Co., renewal for 13 weeks of quarter-hour shows weekly. Placed by Walker and Downing. KDKA.
Gillette Safety Razor Co., 28 one-minute discs. Placed by Ruthrauff and Van, Inc. KDKA.
Easy Washing Machine Co., participation in Home Forum for 13 weeks. Placed by Henri Hurst and McDonald, Inc. KDKA.
U. S. School of Radio, 5-minute discs for 2 weeks. Placed by Rose Martin. KDKA.

WINSTON-SALEM, N. C.

Morris Plan Bank, 30-minute program from 7:30 to 8 o'clock each Wednesday for one month, sponsoring group from Salem College Glee club, girls' school. Placed locally. WJSJ.
Motor Sales Company, transcription by Barney Oldfeld five minutes each day for one month. Placed locally. WJSJ.
Kamphene, transcriptions twice daily for three weeks starting January 22. Placed locally. WJSJ.

SEATTLE

Peck & Hills, nine 15-minute auction sale spots weekly over KOL.
Dr. Ross Dog Foods, five-minute disc each Tuesday, Jan. 16 to July 10. KOL.
Pole Electric Co., series of 28 fifty-word spots, starting Jan. 16, over KOMO.
Rainier Distributing Co., series of weekly announcements to run indefinitely. KOMO.
Consolidated Laboratories (Heliol), series of announcements over KOMO.
Chevrolet Dealers Assoc., 12 ap- pointments between Jan. 12 and 14. KOMO.
Laundry Soap, three 15-minute programs a week. Cat Caters and 16 Southern Serenaders starts Jan. 16. KOMO.

PITTSBURGH

Bulova Co., 300 spot announce- ments over two weeks. Placed by Blow Co. WCAE.
Idont Co., transcription three times weekly for 52 weeks. Renewal. Placed by Scott, Howe, Bowen. WCAE.
Boggs and Bull, 300 spot announcements over indeterminate period. Placed direct. WCAE.
Ray State Fish Co., transcription twice weekly 28 weeks. Placed by Scott, Howe, Bowen. WCAE.
W. H. Binger Co., 13 announce- ments. Placed direct. WCAE.
Fred Fear Co., three announce- ments. Placed by Scott, Howe, Bowen. WCAE.
Chevrolet Motor Co., 13 announce- ments in five days. Placed direct. WCAE.
Radio Cooking Club of America, two-hour studio broadcast daily for four days. Placed by Cecil, Warwick and Cecil. WCAE.
Frank and Seder Co., 15-minute sketch 100 times. WCAE.
Chrysler Corp., 100 announce- ments. Placed by J. Stirling Getchell. WCAE.
Gimbels, 15-minute sketch 100 times. Placed direct. WCAE.
H. F. Gleason Co., five spot announcements. Placed direct. WCAE.
Chimaleine Co., five transcriptions. Placed by W. S. Hill Co. WCAE.
Joseph Horne Co., 100 announce- ments. Placed direct. WCAE.
Viol, medical talk five days weekly, 13 weeks. Placed by McCann-Erickson Co. WCAE.
Mistral, medical talk five days weekly, 13 weeks. Placed by McCann-Erickson Co. WCAE.
Kaufmann's Dept. Store, 100 announcements. Placed direct. WCAE.
A. and P. Co., half-hour concert once weekly. Placed by East-Pearl Co. WCAE.
Campbell-Ewald Co., program five days weekly, three weeks. Placed by World Broadcasting Co. WCAE.

BALTIMORE

Larrow Milling Co., 15 minutes of warbling by El Garo, twice weekly, 13 weeks. Placed by Zimmer-Keller, Inc. WBAL.
S. & N. Katz, five-minute weekly announcement, 28 times. Placed by Joe Katz. WBAL.
Gray Crystal, Tie-in weekly announcement, 28 times. Placed direct. WBAL.
Household Finance Corp., weekly announcement, 52 times. Placed by Charles Daniel Frey. WBAL.
Schmidt Baking Co., 19 announce- ments, one week. Placed direct. WBAL.
Blue Ridge Coal Co., announce- ment twice weekly, 13 weeks. Placed direct. WBAL.
Bonwit, Lennon Co., shopping service announcement, daily, 13 times. Placed direct. (Renewal). WBAL.
Read Drug Stores, shopping service announcement, daily 13 times. Placed direct. WBAL.

CHICAGO

Kitchen Art Foods, Inc., Chicago has 26 five-minute programs advertising Two Minute Dessert on Martha Crane's Homemakers Hour, Rogers and Smith agency. WLS.
Stanco, Inc., New York for 13 additional weeks of five-minute discs daily except Saturday and Sunday. For cream of Nulol with discs features, Dr. Royal S. Copeland talks. McCann-Erickson agency, New York. WLS.
Wascoy products, 15 a.m. daily except Sunday. KFAB.
Borden Milk, Jane Ellison, CBS. Gives recipes and dramatizes household problems. 10:45-11:00 a.m., Wednesdays. KFAB.
Johnson, CBS, 10:30-10:45 a.m., Tuesdays and Thursdays. KFAB.
National Protective Insurance Association, spot announcements. KFAB.
Cimoleme, five 5-minute transcriptions, 10 a.m. Tuesdays and Thursdays. KFAB.
Remington Rand, four 15-minute ET's, Wednesdays, Thursdays and Saturdays. KFAB.
Chevrolet Dealers, sponsoring announcements on the new car. KFAB.
Sensory Laboratory, Omaha, Partic- ipates in "Time 'n' Tunes (morning program). KFAB.
Barbara Gould, ET's 10:10-10:15 daily. Sponsored by Gold & Co. along with announcements. KFAB.
Clark's Clothes, Emo's movie broadcast, 5:45 p.m. daily. KFAB.

Here and There

Kellogg's 'ing Lady' (Greene Wicker) program goes into its fifth year on NBC-WJZ Feb. 5. Renewal as of this date, is for 52 weeks with the season allowed the privilege of withdrawing for the month of August.
Morton Downey and his vaude- ville-touring orchestra will originate a program to the entire Columbia network from KMBC, Kansas City, Thursday, Jan. 25, at seven o'clock.
David Heenan, formerly in the adv. department of the Los Angeles Steamship Co., is the new publicity director at KJL.
Archie Davis and his orchestra, WPTT, Raleigh, N. C., played the Corsairs' club dance at Graham, N. C.
Lambdin Kay, general manager, and Ernest Rogers, publicity director, raised \$8,000 for Christmas charity to a ten-day drive over WSE, Atlanta, utilizing station talent on programs.
Carbola Chemical Co. will try to interest the farmers with an educational program starting Jan. 22 with WGY, Schenectady, picked for the test campaign. Frank Presbury Co. is the agency behind the idea.
Eddie Albright, announcer, and Hap Feich, technician of KNX, Los Angeles, lost their homes in the recent California flood.
Lombardo's 4 More San Francisco, Jan. 15.
MJB coffee, through Lord & Thomas, has handed Guy Lombardo's orchestra a renewal for a second four weeks.
KTAR, Phoenix, also given a four-week paper for the half-hour show with Lombardo and Tizzie Lish.
High Life Angling Chicago, Jan. 15.
Miller's High Life beer is radio minded again.
Ray Perkins came into town last week for the first audition.

Radio Downbeat

(Continued from page one)

of amusement. It made this country the world's greatest family of home-and-hearth addicts. On a wholesale scale it has created the public taste, rich and poor, metropolitan and hinterland alike, which, in a common quest for take-it-easy and inexpensive amusement captured it out of the air waves.
 But any sign of prosperity has generally meant a concerted urge to spend away from the home and in public. This, combined with the appeal's appeal, is another reason for the belief that radio, instead of about dominating everything in the amusement field, may soon have to content itself with merely fitting into the national scheme of entertainment.
 The thought that a great message, or a great entertainment, alone will consistently chain 'em to the parlor if money continues to loosen up. Which means that despite that air performances come free to the home, radio will have to fight for its audience the same as any other amusement enterprise. Those close to the commercial end of radio are concerned over the prospect of the finale of that period when tremendous numbers of listeners were assured because people had to stay home.
 The picture business has long known that the public has stopped going to the movies when any film would serve. They 'shop' now for the best screen feature in town and pass up the second choices they used to attend. So, likewise, the radio men are trying to deduce if the time is fast approaching when the public will no longer listen to any program and will only be radio induced to stay home by their air favorites. They also see the possibility of radio eventually following that picture practice of throwing a great picture into one film, or one program, in order to attract. Repel has been drawing people out of the house. Once downtown they're staying out for the night. That's the nix on radio.
 The Wall St. angle is the knowledge that certain ratios of merchandising and advertising with broadcasting routes, aren't materializing as in the past. The networks' gross income for 1933 of \$1,500,000 is a 20% drop under '32. The difference actually is \$750,000—the '32 gross totaling \$399,000 for both chains.
Television?
 Wall St. further adds definite decline of radio hastening television to the market. Whether or not television is ready for practical merchandising, progress on it will be speeded, it is believed, through this combination of circumstances.
 A sufficient point to the television thing is further seen in the sport which the new four-band radio receiving sets have received. These are sets equipped for normal local reception, plus three supplementary bands that permit all sorts of short and long distance reception, particularly international, apart from the local police calls, the amateur telegraphy and the ship-to-shore stuff. These sets pick up the powerful Moscow and Rome broadcast centrals and also 'get' Australia and the rest of the globe.
 This is deemed pertinent though the inference that radio addicts still like the novelty of etherizing but are tired of the local pattern of programs, and will fish for distance, braving all sorts of handicaps from static and distorted reception, so long as it's something different. On this is predicated the television theory that if tele comes in—providing it's in a marketable condition—it will catch on fast.
 The normal radio receiving set market is believed to have been about completely absorbed. The two (and three) radio set ideas in the home—just like the two-car idea for every family in those good ole '28 days—is being deemed to have saturated everything possible, and proportionately more combinations of short and long distance reception, particularly international, because of the phonograph angle with a trend to play the talking machine now more apparent than has been the case in years past, and reflected in the rise of disc sales. This rise isn't sensational but very definite, and it means the less. When Brunswick reports that October, 1933, was its best business since January, 1930, those are figures that can't be discounted. Ditto for Victor and Columbia, not to mention that a pop song hit now doesn't stop at 200,000 copies; the 'Last Round Up' has hit 430,000 in sales and will go to 500,000 copies, and the wifed free money, these luxury adjuncts are beginning to enjoy more sales.

RADIO EXPLOITATION

(In this Department 'Variety' will collate each week news items of possible value to Radio Stations, Advertising Agencies and Advertisers on the merchandising end. Special stunts of all kinds will be reported, these items being turned in by 'Variety' staff men and not written by the station.)

12,000 Cans of Hash

Chicago.
 On a test for audience and coverage the Harding restaurants in Chicago two weeks ago offered a can of Harding's corned beef hash to anyone sending in their name. Over 12,000 requests shot in, setting a new high mark for KJW over which station the announcement was made.
 Offer was made on Sunday afternoon on the regular Harding 15-minute show featuring the two doctors, Pratt and Sherman and the Rex Maupin orchestra. Announcement was made personally by John P. Harding. Show is booked through the C. Wendel Muech agency.

More Cooking Schools

Baltimore.
 As plus for Carolyn Carter's Cooking School, other appeals over WCAO for Radio Cooking Club of America, Inc. (composed of and sponsored by group of eight national mfg. co's.) arranged to have Miss Carter throw three consecutive broadcasts in Alcazar, burg's, a.c. hall, where housewives could come.

Ether Slants

Benny Fields in his first two programs as m.c. of the Shell hour from KFRC, San Francisco, over the Coast CBS network, has got off to a strong start. Devoid of an attempt at smartness or flippancy, Fields showed that it is possible to get other laughs without straining, something refreshing for Coast m.c.'s on jammed hours.
 On his second appearance before the Shell mike he sang three numbers of the ballad type and manifested a crooning ability of no small measure. He took a pinch for a long spell on the program.

Tyrol, in a spirit of sweet reason- ableness, asks the public, 'Are we not welcome to our time during this program for our sales message?' Or words to that effect. This appeal to tolerance in return for the musical pleasure provided by sponsorship isn't a bad slant, although it would very soon get to be a fearful bore if all advertisers decided they would seek to convince the public that destruction of reciprocity. Robert Armbruster provides nice music for Tyrol.

Phil Harris is in the unfortunate position of sounding something like Ben Bernie in the style and tone of his chatter between orchestral offerings for Cutex. Therefore the never-ending danger of being rated undesirably an imitator.

Phillips Dental Magnesia pounds home an offer of a substituted line of sales gab on the Abe Lyman-Muriel Wilson-Frank Munn show, which goes down on the radio listings as 'Project X'. Project X fear, a worthy sales intention may be intercepted by the wily blandishments of scoundrels disguised as druggists.

Beechnut gum is characterized by good sense and rational claims in its advertising copy, while the program, 'Red Davis, is an amusing yarn of a boy-turning-man hero with a great deal of typical adolescent nonsense crammed in his romantic head.
 A mid-evening program obviously patterned for the older elements, Beechnut ought to be succeeding in its purposes. A very pleasant 15 minutes that doesn't insult intelligence, and offers a sensible reason for chewing gum, namely, to freshen the oral cavity after too many cigarettes.

Today's Children, which now has Pillsbury Flour for its sponsor over WMAQ, Chicago, last week married two of its principal make-believe characters.

It marked one of the top climaxes in the tale of the Moran family as played by Ina Phillips, Bess Johnson, Lucy Gillman and Walter Welch. Show has been going steadily since June 26, 1932. Play lead is held by Ina Phillips, who does Mother Moran and who has developed the entire script and idea.

CHRYSLER DISCS

Chicago, Jan. 15.
 Chrysler goes on the air shortly with a series of discs being apportioned through the Stack-Goble agency. An Auto firm is arranging for the shows to be sponsored by local dealers.

in and have a close-up of Miss Carter in action, demonstrating the recipes and at same time airing program to stay-at-homes.

Housewives procured ducats to show from their grocery men with purchase of any product marketed as firm embraced in sponsorship. Firms also dished given away samples of victuals to the matrons on way out. Added angle had Miss Carter answering questions apropos cooking after the broadcast.

Approximate attendance is daily.

Iways Helpful

Tacoma.
 Peoples' large Tacoma department store, is announcing in newspaper advertising will be glad to broadcast over KVI for civic organizations without charge.
 Applies to meetings, socials, etc.

restaurant Pick-Ups

Charlotte, N. C.
 Cheerwine Bottling company has found it worth the added expense to broadcast by remote control from various restaurants in the area. Public interest plus appreciation for Cheerwine customers justifies the costs.
 Company sponsors a radio over WSOC.

Mystery an

Charlotte, N. C.
 WBT has a mystery singer that still has listeners guessing after two years. He is a mystery. Speculation as to his identity continues as a popular guessing game. Some even guess Eddie Cantor and Bing Crosby. Others have identified him as about Street. A California wrote in that it was a Ruth Etting, disguising her voice.

A. K. Sutton, Inc., sponsors the program in the promotion of radio distribution. A new three-time-a-week schedule has just been adopted for the program, replacing a Sunday afternoon spot.
 Philco PHV wears a mask to and from the studio and curtains are drawn over studio windows for his programs. The stunt brings down a lot of comment for program and client.

Radio Question Man

Asheville, N. C.
 'Keeping Up With Radio' a weekly feature over Station WNNC, Asheville, N. C., has built up a huge audience reaction through its short periodical presentation of questions about the great and near-great radio. It is broadcast simply as an 'Answer to Questions' period, and when questions run out the quarter hour is filled up with news and gossip about the stars of the ether.

This period serves a threefold purpose: it is a convenient way to answer questions which come in from the audience; it is a mail builder; and it offers a convenient outlet for explanations of certain radio facts that are puzzling to the listeners.

Broadcast was started by Robert Mackelfresh and Robert Cochran, and is still carried on by one or the other each week.

English as She Is Spoke

Asheville, N. C.
 'Our Mother Tongue,' featuring the weekly radio series in English by Prof. Charles A. Lloyd, of the Billmore College faculty, is a proof against the contention that all education is in English and that it keeps audiences away. This program is broadcast every Monday evening at the dinner hour (7:30 o'clock) from Station WNNC, and has an unprecedented sustained audience response.

Mr. Lloyd attempts to settle the problems of listeners, and finds himself with plenty of questions to answer each week.

Kl ing the Grocer

Des Moines.
 Using the voice of the state's gossipier, KSO tied up with a leading grocery to have the female impersonator call the grocery every morning and put in her order for the day.

Kidding the grocery clerks and with funny asides on the order she is putting in, besides comments on the actual prices of groceries and is ordering her own order as an exploitation stunt.

Ale Auction

Seattle.
 An auction on the air is the latest radio exploitation gag here. Proprietor's department store, moving into new location, will auction off old stock, putting the sale procedure over KJR in two 15-minute periods daily for two weeks, starting Dec. 15. Remote from the old location. Opening of the new store was etherized last Friday. Studio orchestra played at the store for two hours, remodeling one hour over KOMO.

MAUDE ADAMS
The Little Minister
30 Mins.
COMMERCIAL
WEAF, New York

Maude Adams and cold cream. It staggers the imagination of anyone old enough to know the name. It caused NBC to write publicity announcements with all breath-licious and incoherently. Amidst a host of celebrities going on the air these days, Maude Adams stands forth as something that can't quite be brushed aside. For physical idealization is so arrestingly and surprisingly novel. No everyday summary but a figure of legendary stature.

People will listen to Maude Adams. Mostly people who never saw her. A lesser number of the forgotten generation of theatre-goers. Certainly Pond's will attract an audience such as radio programs seldom manage. Curiosity alone guarantees that.

In 15 years since she locked her make-up box and wrapped herself in a mysterious silence Maude Adams has remained a cherished memory of the pre-war world. More talismanic and even more than the Barrymores, for the American theatre of yesterday. In her way she antedated Garbo, who chooses to loath and avoid the society of her contemporaries and to create an aura of untouchability.

Maude Adams at the height of her stardom went about heavily veiled and shrank from the world of admirers. She used a six-foot pole to keep the public at a distance and from this acute publicity elusiveness sprang the Maude Adams legend.

Then out of the silence and into the loudspeakers of America came Maude Adams and cold cream. No matter why. NBC declares and columnists print that the privacy of a broadcasting radio (and they can be extremely private) appeals to her. Coming and going unseen on Radio City express elevators, the star nobody ever named a sandwich after can do her chores under ideal working conditions—so goes the story.

What is pertinent to Pond's and to the trade is that Maude Adams brings with her an audience. Presumably a large one. Whether that audience will enlarge or diminish with successive broadcasts is not easy to predict. The Little Minister as a radio play is a good one for radio, except that it was obviously what was expected. Miss Adams was prefaced lengthily by first a narrator and then secondary characters. It was all in Scotch brogue, always tough on ears, not attuned to its cadences.

Adjective 'elfin' is used to describe the heroine. That tells much. Playwrights no longer elect their heroines. The mood and the spirit of Sir James Barrie's play is alien to the present day. Ladies who tease overmuch nowadays get a grapefruit in the face from modern James Cagney.

Helen Hayes did The Little Minister on the Fleischmann hour some weeks ago.

Two sections of 13 minutes or so divided by Pond's sales message were given (13) but only one-half of The Little Minister emerged. For the remaining portion a second tuning-in next week is required. Splitting narrative with a week's delay by ordinary standards on radio is bad. Exceptional circumstances may rule differently, of course.

Some of the sound effects in installment one were poor. Notably Miss Adams' humming entrance. She successfully projects a good deal of light and shade across the kilocycles. She has a thousand tricks of the voice.

'Minister' is what used to be called high comedy. Implying refinement and a mixture of whimsy. Definitely genteel. That is Maude Adams. A lady who happens to be an actress.

'THE OLD NEIGHBORHOOD'
Joseph Greenwald, Maurice Barrett, Doris Hardy
Dramatic Seri
Sustaining
WOR, Newark

Dialog of this series may be new, but the basic theme has a lot in common with 'Mendel, Inc.', which David Freedman authored for legit and films several years ago. Greenwald played the title role in the Freedman version of 'Krautzymer's Alley'.

The Old Neighborhood' serial takes for its background the Yorkville section of Manhattan and accordingly makes its dialect Dutch. Like 'The Kibitzer', the lead character is the owner of a cigar store, shows a disposition to take nothing seriously but his cracked brain invention and has a motherless daughter who does all the worrying for the family.

Conversations exchanged all around and philosophies spouted by the central figure are all patterned to the old formula. Maurice Barrett, also from legit and vaude, plays the part of the crony. Greenwald and Barrett should get together on their dialects and make it all Dutch or all Yiddish. *Edna.*

H. G. WELLS
Adapted from London
30 Mins.
WEAF, New York

High-pitched, throat-clearing mannerisms of H. G. Wells over the air from London to New York shocked many who knew him only through his smooth-running prose. Got so in his half-hour talk on 'Whither Britain' listeners could time his speech. Wells is a thing of the past. G. B. S. being a spierler first and writer afterward.

Upper register inflection made Wells' courageous attack on way out of present world mess seemed slightly lavender till American ears got over first shock. After that his stuff sounded plenty Jake till NBC closed him off in the middle of a transatlantic sentence, claiming time was up.

Though writing is his field, Wells has always been touchy about his speech. Harris' crack that when he was later talked with his coney accent left Wells burning with a slow, blue flame for thirty years.

Redeeming features of his spiel was the simple style he used to get across really big ideas. Three-way deal of America, Russia and Great Britain to run the world for a while on NRA lines certainly was big-time thinking for an insular Englishman. Doubtful if others in series will top it.

'WINE, WOMEN AND SONG'
With Bob White, Jack Daly, Ed Skelton
15 Mins.
COMMERCIAL
WBBM, Chicago

Triner's Wine is paying for this 15-minute show this week. From their show it is obvious that the sponsors are trying to inveigle the women into wine imbibing. It is surely a female show.

Show might be declared in the picture business as an artistic triumph. From all counts a clean-cut idea, produced excellently with a centre theme that makes it a production gem.

Each week the loudspeaker produces some well-known song such as 'Dinner at Eight', 'Smiling Through' or 'Merry Widow Waltz' and then proceeds to tell the story behind the song. The story is pure fiction, of course. 'Dinner at Eight' told the simple story of a mixed up romance between two couples who met at dinner. 'Smiling Through' tells about an old wine-making gets his back to 'Merry Widow' tells the yarn of a college widow and her long-lost love. They all shape as pleasant yarns suitable for the names who read light fiction.

Shows are the last word in production, writing and performance. Each song is introduced by a female singer, accompanied by Ed Wito, the harpist. It's an excellent touch. Daly stays in the background as the narrator, dishing to the audience about the song, the situations with a fade-in and fade-out on the resultant action. *Gold.*

GALLERY OF FAVORITES
With Raymond Paige's Orchestra
15 Mins.
COMMERCIAL
KJL, Los Angeles

Cadillac Motor Co., extending credits west, is covering the coast with a series of Monday night concerts over the Don Lee CBS network.

Opener was an exceptionally fine program of class quality, although marred somewhat with a too lengthy commercial announcement. However, is to shorter materially the plugs on succeeding half hours.

While program might be too arty for the makers of listeners it will, however, appeal to the class of people which the motor company want to reach.

While orchestra renditions of old semi-classical pieces and ballad stuff of yesteryear predominate the program, there are some nicely balanced vocal contributions from a named vocal contributions from a named singer, tenor, and a male ensemble with vocalizing at opening and closing. Margit Hegedus supplies one violin solo.

Tempo is such that at no time are the vocal numbers allowed to overshadow the orchestra, the fine blending making for a restful and pleasant listening that will get acclaim from those listeners who might want to get away for awhile from the blattancy of the most popular music.

ZITO-POLEA ORCHESTRA
Sustaining
15 Mins.
WEAF, New York

This is one of several dance-tango combos now playing in Waldorf-Astoria, N. Y. It is of the ilk in the swank Empire room for the tea dansants and WEAF etherizes it as a sustainer of afternoons.

For a five-piece combo it comes through plenty strong. What's more its style is varied and versatile, equally proficient on normal dance-pieces as tangos. It's a Napoli, guitarist with the hand, warbles the vocals and very nice, too. *Edna.*

PEEPING GEORGE & TOM
Comedy, Songs
Sustaining
15 Mins.
WGY, Schenectady.

Duo, now to WGY listeners, broadcast a 15-minute morning program three weeks from Albany studio. Calling themselves 'The Dunks', they do not comedy in talk and songs. One of the pair plays the piano too, and does a good job. Both sing in vaudeville style, with the speed, the confidence, and at times, the noise that put this type of act over with an audience. In the studio, such a formula is less effective, although some dialers may like the crazy comedy. Material is so-so.

Straight harmony singing and more piano playing would improve the program from the angle of the radio station. One of the two some plug for dates in theatres, where their act probably is a clicker. *Jaco.*

VARIETY'S BIG TEN
Meredith Willson's Orchestra,
Tommy Harris, Nanette LaSalle
30 Mins.
Sustaining
KPO, San Francisco

NBC is using to good effect Variety's listing of the 10 most played songs from the angle of the country, building this Friday night, 9:30-10 p.m. frame, into a period that has become surprisingly popular around here. Fan mail, which has been high, indicates that beautiful listeners follow the period weekly, making it a contest idea, with bets being placed on the probable winner for the current week.

Program is a neat feather in the production cap of Donald Coppe, who does a stellar job in framing the Big Ten. Starts at the bottom of the list and builds upward, the leader coming last and preceded by a medley of pop tunes suggested by listeners as their nominations for tunes that should be in the Variety list. When the No. 1 number is named it gets a short historical sketch; in this case, it was 'Did You Ever See a Dream Walking?'—Harry Revue and Desha's Brown and Henderson coming in for a mention. Variety gets credit as compiler of the list.

A cracker orchestra led by turned in by Meredith Willson and orchestra, capable leader doing varied arrangements of such tunes as are repeated more than once and otherwise dressing up what might otherwise become a tiresome melody. Bulk of the singing task goes to Tommy Harris, who can and does handle lyrics in veteran and showmanly style. Fredrick LaSalle (and Dolly LaSalle) handles several tunes in nice blues voices. Dick Eilers the announcer. *Book.*

JOE EMERSON
With J. Holbert Byram
Songs and Graphology
COMMERCIAL
WLW, Cincinnati

Mueller's macaroni sponsors this thrice weekly night program, on from 8:15 to 8:45. Team should prove effective with housewives. Emerson has been singing over this 50,000-watt for more than a year and has built up a rep., particularly with females. Byram, newcomer to radio, is hailed as a handwriting expert and the creator of a patented gadget called 'graph-o-log'.

Quarter hour is interestingly occupied. Starts with a non-commercial introduction of Emerson by an announcer while the singer is introduced by his Love Will Never Die theme. Follows two standard selections with light ork background. Listeners being asked to chorus the second number.

Emerson builds up Byram via an interview. Comeon for auditors is invitation to submit script samples of brief line of blurb for Mueller's prints, some of the specimens to be selected for analysis in a near future blast, and to compete for weekly giveaway of 50 'graph-o-logs'. Dial twisters are also welcomed to the Love Will Never Die theme. Program is plugged by ads in dailies and cards in windows of Mueller's dealers. *Killing.*

MADY'S BOOK PLAY
Introduction, Drama
COMMERCIAL
15 Mins.
WOR, Newark

'Book play' idea represents an added twist to an old program. Previously the department store which operates this outlet devoted the book counter's weekly spot to an interview between the author of a recent publication and some literary critic. Now the listener gets both the interview and a dramatized excerpt from the author's latest release.

Program's revised routine allows a break for the listener, and also for the interviewer. Average tete-a-tete is a padded-out affair with the exchange steeped in platitudes and the author appearing to be a timidly about appearing to tom-tom his own work.

'ROBIN HOOD'
Drama with Songs
15 Mins.
COMMERCIAL
WJZ, New York

The Robin Hood follows 'The Three Musketeers' used by the same sponsor early in the winter. Not known why 'Musketeers' was dropped. Possibly the story was finished, although the sequel to the Dumas yarn run on forever. 'Robin Hood' is produced along the same lines with dialog intermittently interrupted by some masculine vocal harmonies.

While it is perhaps not fair to review 'Robin Hood' in terms of 'The Three Musketeers' the contrast is a natural one. Edge seems to be faster and more varied than the Sherwood Forest of the Earl of Huntington. Not too easy to follow 'Robin Hood'.

Jeddo-Highland coal is giving away Robin Hood hats. No strings. Just want response and addresses. Advertising plug mentions a ton of coal specially exported to Paris for use by French scientists in experiments requiring high degree of carbon purity. This statement is just novel enough to leave an impression and an association of ideas in most people's minds. *Land.*

JOHNNY JOHNSON ORCHESTRA
Dance Music
Sustaining
WGY, Schenectady

These luncheon hour and late evening programs by Johnson's orchestra and floor show artists at the Bamboo Room of the New Kenmore Hotel, Albany, give WGY dialers popular entertainment of New York calibre. Johnson built up a sizable listening audience during his engagement at the Kenmore last winter, and with the femme singers who now embellish the broadcasts he probably has increased it.

Lang Sisters, harmonists, and Marlon Nichols, blues warbler, are the present specialty artists. For a time Hillaine, of the team of Cortez and Hillaine, did Spanish numbers. Daniels, the orchestra's amusing singing comedian and m. c., is not working before the mike.

Johnson's boys play a smooth, rhythmic brand of music, easy on the ear and itching to the feet. As usual, the leader's piano, whipping sets the pace. Gary Cross and Freddy King are the band's soloists, with other musicians joining them for an occasional glue club number. *Jaco.*

'DICK STEELE, BOY REPORTER'
With Merrill Fugit, Jack Spencer, Jack Daly, Sidney Ellstrom
Serial
15 Mins.
COMMERCIAL
WGN, Chicago

Through the lackett-Sample-Hummett agency the Educator-Baird company is gathering the ears of the kid listeners five times weekly at 6:15 p.m. at 15 minutes each shot. The 6:15 hour demonstrates that the kids shows are working deeper into the so-called adult entertainment hours due to overcrowding on the kid hours. Particularly is this true of WGN, which probably has more children's shows than any station anywhere.

Besides the broadcast the shows are being written in wax for disc broadcasting through other key spots. Shows are being taken right off the wire.

Growing custom among kid shows is exemplified in this show. That's the angle of starting the broadcasts without commercial copy for the first week or so. This has been tried with particular success with shows which invite the kids to join clubs. After the first rush of kids into the club is set, then the sponsor reveals himself. Evidently no club hook-up here at all the sponsor merely considering it better to do without sales copy for the beginning.

'Dick Steele the Boy Reporter' is the name of this show and tells the whole story. Dick Steele is the copy boy on the Times-Herald and is doing an Horatio Alger job of it. Goes out with Dave Drummond, the vet reporter, seeking criminals, the mystery airplane, the Sky Raiders, the story comes along in the exciting avenues of warehouses, waterfronts, gangs, ocean liners, police and speedboats. It's fast moving stuff for the kids and made to order for their attention.

Agency here has been careful to make certain that the mothers will let the kids tune in on the show. The show gets around that by telling the children at the beginning of each period not to work themselves into a lather when Dick Steele always wins and always comes out on top.

Cast is thorough throughout with Merrill Fugit doing an excellent job of the boy. Production handled by Jim Whipple and Blair Walliser is slick for pacing and direction. *Gold.*

Procter and Gamble starting a local test shot for their soap flakes on WLWAG, Chicago. Edna Odell and King's Jesters as show talent. *Jaco.*



PONCE SISTERS

The Ponce Sisters, Ethel and Dorothea, daughters of the gifted Ethel Fernandez Ponce, are now being featured over WLW, to the delight of their audience. Starting in vaudeville, they sang their way to stage fame, from coast to coast, on Keith, Publix and Loew circuits. They have been featured by Paul White-man, Rudy Vallee, and Roxy, and starred on the Palmolive Hour, Standard Oil, Vedol, Goodrich, Silvertown, Hires Rootbeer, Everready, Vapex, Valspar, Camel, and many other programs.

The Ponce Sisters have a unique, highly pleasing style that has won tremendous popularity for them over 'The Nation's Station.'

From the sound of footsteps to a symphony orchestra



talent and production facilities cover the gamut of radio entertainment...

COMMERCIALS

WEEK OF JANUARY 15

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

ACME LEAD

6:30-Su-WABO

McConnell

Heur, H. M.

AFFILIATED FDS

(Louis Phillips)

1-Tu-WABO

Princess Mary

Blackett

AMER BOLLING

(Lucky Stripes)

10-Su-WABO

Irene Mast

E. D. & O.

AMER TOBACCO

(Lucky Stripes)

10-Su-WABO

Irene Mast

E. D. & O.

AMERICAN OIL

Ethel Waters

Jack Danny

Joe. Katz

A & F

Harry Horlick

Frank Parker

F. & P.

ARMOUR

10-Su-WABO

Paul Baker

McConnell

Heur, H. M.

BACON

10-Su-WABO

Paul Baker

McConnell

Heur, H. M.

BACON

10-Su-WABO

Paul Baker

McConnell

Heur, H. M.

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10-Su-WABO

Paul Baker

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Heur, H. M.

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Paul Baker

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Heur, H. M.

BACON

10-Su-WABO

Paul Baker

McConnell

Heur, H. M.

ARMOUR

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Paul Baker

McConnell

Heur, H. M.

BACON

10-Su-WABO

Paul Baker

McConnell

Heur, H. M.

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McConnell

Heur, H. M.

BACON

10-Su-WABO

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Radio Chatter

New York

Henrik Van Loon started Jan. 9 as a lecturer-guide of a world's cruise of six months, aboard the *Franconia* arranged to do a series of broadcasts upon his return over the new Newark station, WNEW.

Prof. William Lyon Phelps is back on the Underwood Elliott show (CBS) and is doing a lecturing bit on the drama. His m.c. assignment is out.

Joe Cook will guest artist for the Hinds Honey and Almond cream out of Chicago, March 18.

It's a \$1,600 bet between Tom Rockwell and Harold Kemp with the purse going to the first one falling off.

Cost Dave Freedman four bucks to hear the Eddie Cantor-Chase & Sanborn stanza last Sunday night (7). Gagsmith was in a cab equipped with a radio set when the show started and there he sat through its hour's run.

Kay Strozzi, sister of Sidney Strozzi, NBC program head in Chicago, is being auditioned by the same network on the 'New York end.'

Babe Miller, formerly with Barney Rapp's combo, is getting build-up attention from NBC.

L. Wolf Gilbert is still contributing material to Eddie Cantor's session.

Isham Jones Orchestra

COMMODORE HOTEL, N. Y.
The big show sponsored by
KX L.A. every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Wednesdays and Fridays, 10:30-11 P.M.; Saturdays, 11-11:30 P.M., coast to coast. WABC.

Direction
Columbia Broadcasting System

JOHN FOGARTY

Jack Frost Sugar Hour

NBC Network
Personal Direction
James F. Gillespie
1509 E. W. N. Y.

SPEAKING OF THE SIZZLERS

RUDY VALLEE SAYS

"TO ME THEY ARE THE MOST PERFECT TRIO I HAVE EVER HEARD AT ANY TIME."

For further information:
HAROLD KEMP, NBC Artist Bureau
Radio City, New York City
Personal Direction, CHARLES A. BAYNA

SID GARY

Radio's Versatile Baritone
CUNARD HOUR
10-10:30 P.M. Every Tuesday
WJZ

Direction
FRANK PRESSBY AGENCY

LEO ZOLLO

AND HIS MUSIC
Wednesday, 2-2:30 P.M.
WEAF—Red Network

Playing Nightly
BENJAMIN FRANKLIN HOTEL
Philadelphia

Sole Direction
LEW CHUDD

New York
Chesterfield Hotel

Chicago
Auditorium Hotel

slon, Gilbert says, notwithstanding Dave Freedman's claim that he's doing it exclusively.

Violet Kemble Cooper is getting a hearing from NBC's dramatic department.

WNEW has added to its staff Kay Reed, organist, and La Rocca as musical supervisor.

Billie Gould and Ted Doollittle, former ABS p.a.'s, are with WOL, Washington.

Paul A. Winchell added to marketing analysts staff of NBC sales promotion department.

Lulu McConnell has a controversy on over her Ex-Lax contract. Claims that it called for more than the 12 weeks she got.

Gertrude Nielsen shifts from the Embassy to the Tic Tac club, penthouse of the Park Central, Jan. 18.

Walter Wickert in from Chicago negotiating a series of shorts for Irene Wicker along 'The Singing Lady' idea.

Ethel Shuttles has asked to be relieved of her contract on the Nestle show. She wants more warbling space and Walter O'Keefe is insisting on more dialog.

Edith Murray, CBS buildup candidate, a staid and old personal ad, dates for a while.

Don Hall Trio playing vaude date committed daily to continue their 5:15 a.m. broadcasts.

Aldo Ricci was a child prodigy in New Orleans way back when.

Mildred Bailey has joined the George Jessel air show.

Burly Byrne back on regular ether schedule Jan. 26 from the Paradise cafe.

Chicago

George Hogan in from KMOX to join the WBBM-CBS lineup of spiclers.

John Whalley, NBC office manager, on leave of absence because of ill health.

Sarah Ann McCabe slated for the 'Galaxy of Stars' program for Red Star Yeast to add the operatic touch.

Bert Lytell in town on two hot radio shows.

Bill Cooper finally set for his midnight mysteries over at NBC here. Starts this Friday (19) over WENR for a beginning.

Burnish show on WBBM, Chicago, goes to three times weekly from former six-day ride to make room for the new Corn Products shows on CBS.

Cal Aspin renewed its five-day weekly Melody Masters ride on WBBM, Chicago, for 13 additional weeks.

East

Sylvia Stein, of So-and-So trio, WCAE, Pittsburgh, has changed her name to Ann Page.

Bob Kennedy, who has a band on WWSW, Pittsburgh, is only 16 and is singing in Carnegie Tech's music department.

Popularity of Uncle Bob and Betty-Tommy Riggs is both—has won them a Sunday spot on KDKA, Pittsburgh.

Stephanie Diamond, actress on WCAE, Pittsburgh, has a real fan in her mother. When her host at a New Year's Eve party had no radio, Mrs. Diamond carried over her own portable set just to hear daughter's midnight broadcast.

Dutch Hald, of WWSW, Pittsburgh, assembling a flock of station's talent for a revue to play small theatres in territory.

Charlie Gaylord's band has succeeded Ernie Holst at William Penn hotel's Chatterbox and over KDKA, Pittsburgh, with Holst going to exclusive Everglades Club in Miami.

Lawson Sisters, one-time popular harmony team at WCAE, Pittsburgh, plotting a radio comeback.

Margaret Daum, Pittsburgh girl who used to be featured over KDKA, has landed a solo spot with 'Two Parents' and at CBS.

Bill Farren, former sports announcer at KDKA, Pittsburgh, has just been made manager of station WAAM in Newark.

Musical Research club concerts resumed on WICC, Bridgeport, with Aeolian trio—Ethel Fuller, Dorothy Smith and Frances O'Neill—as feature.

George Bowe and Louis La Haye winners of announcers' audition at WICC, Bridgeport.

Jane Dillon, impersonator, formerly with WICC, Bridgeport, now working under managerial wing of Herman Schaad, New York.

Mariners male trio—Steven Dondero, Tony Esposito and Charles Day—will start Friday p.m. spot on WICC, Bridgeport.

Ann-Marie Havrilla, niece of NBC's Alois, newest contralto at WICC, Bridgeport.

Lila Culver is now being announced over WDEV, Waterbury, Vt., as the Kate Smith of Vermont.

WOKO, Albany, has launched a new weekly broadcast entitled the Harmony Four, consisting of Mary Hans Houlihan, Estelle Rogers, Sybil Carey and Eleanor Foote. The singers are directed by Floyd H.

Walter, who also is accompanist.

Don Hall Trio liked its engagement at the Ritz, Newburgh, N. Y., so well that it broadcast expressions of appreciation, not only to Newburgh, but to Eugene Levy, theatre owner, and Ed Grindel for the loan of a violin.

Capitol theatre, Albany, films, boosted its admission when it presented 'The Sign of the Cross' by WGY, as an added attraction for four days.

On a visit to his home town, Utica, N. Y., Robert Rissler, announcer-singer, entered the 77th annual Welsh songfest and captured first honors in the baritone division.

Clayton McMillan's Georgia Wildcat, former WGY hill-billy and theatre act, are now playing at the Village Barn in New York City.

Micelle Armstrong Edmond, WGY contralto soprano, was one of the artists who travelled with the word Bowes' direction at the opening of WHN, New York City.

WGY had 35,656 visitors to its studios Jan. 15.

Bernard Kruger, WGY engineer, sent to Lake Placid to handle the pick-up of Lowell Thomas's broadcasts for NBC's blue network while the explorer-traveler was in the Adirondacks mountain resort for a convention.

Salt and Peanuts, who were forced to cut short their engagement over WGY and in regional theatres, due to Salt's illness, are now broadcasting over WSM, Nashville, and NBC's southern network. From Schenectady went to Peanut's home in Coffeyville, Kan. where Salt recuperated.

Announcer Bill O'Toole, WCAO, Baltimore, spelling into mikes again after four-week horizontal following serious stomach operation.

Ellwood Hawkins, John Charles Thomas' protégé, after debuting over WEA, Baltimore.

Nancy Turner, WBAL, stylist speller, first and only Baltimorean elected into N. Y. C.'s Fashion Group Club.

Arthur Godfrey back home in Baltimore after being let out as WRC announcer. Looks to connect with WISV.

J. H. Hannon Brown, radio editor of Baltimore News, is ill. Ed Ballard is substituting.

Don Bestor struggled through dawn engagements at Greensburg, near Pittsburgh, just after receiving word his brother had died in Wisconsin.

Virginia Briggs has signed with Art Farrar's orchestra and is now heard nightly over KDKA, Pittsburgh.

Father of Earl White, Pittsburgh radio tenor, died in WCAE, Pittsburgh, last week. Young White lost his mother five months ago.

Jim Hays, who writes 'Sun-Tele's' Alcatraz column, plugging Hearst paper features daily over WCAE, Pittsburgh.

Hays, former naval officer, used to be an announcer at this station.

Elly Catzone, formerly with Jack Pettis' orchestra, now on the musical staff at WCAE, Pittsburgh.

Gannett newspapers in Rochester have cut down on radio publicity, using list of programs unembellished. At the same time Station WHEC, owned by the Gannett Co., runs a daily ad on program highlights. Possible a gentle hint to the rival station.

Squash is new recreation of William Fay, manager of WHAM, Rochester, and 'Jumbo' McMillan, sports announcer.

Station WHEC, Rochester, is trying comic strip idea over the air, using Times-Union cartoon characters.

Ethel Hinton and Glenn Mack, Buffalo dialecticians, appearing in script show 'Tim and Delia' over WHAM, Rochester.

West

Mel Williamson, new p.a. KMTR, Hollywood.

Gus Mack is off as manager of KMTR, although staying on to handle the Beverly Hill Billies. No successor yet.

Lorna Todd is on KMTR, Hollywood, with a weekly air column on radio personalities. Did the same stunt previously on KHJ.

Jeffrey Gill added to staff of KFRC, San Francisco, as tenor.

Long lines, 75¢ femme, every Thursday outside Radio's film studio to jump Rube Valley in his weekly Fleischmann hour.

Garnett Marx of St. Louis, new announcer at KFVB, Hollywood.

Tom Brenemans, laid up for two months as a result of a window weight falling on him at KFVB, due back at his desk in two weeks.

Smoke Jack Dalton and his riders of the Purple Sage move from KFT Los Angeles, to KSLW, Burbank, Cal.

Ralph Forbes set for 12 weeks on KMTR's 'Romantic Presidents.'

KOL, Seattle, soundproofing 'its business offices.'

Freeman H. Talbot, director of KOA, Denver, has been invited to direct a massed chorus this summer at the New England music festival. The invitation was extended by Mrs. William Arms Fisher, president of the American Choral and Festival Alliance, last week.

South

Watchtower Bible & Tract Society began a new series of Sunday p.m. half-hours Jan. 7, with further lectures by Judge Rutherford. This is in addition to the weekly, quarter-hour already carried on Thursday afternoons.

are on WWNC, Asheville, N. C.

Fun Fest, with Johnnie Murray as master of ceremonies, disc series by Transco of California, is now under a year's contract for broadcast over WWNC, Asheville, N. C. to Sterchi Furniture Co.

Rosewood and Ivory, with Margaret Chesick, is a new program for Southern Public Utilities Company, over WBT, Charlotte, N. C. Includes a piano-xylophone combination of Peter Martin and George Frazier.

Rotary clubs of North and South Carolina are competing over WBT, Charlotte, N. C. for the best club program. George M. Ivey, department store executive, and district Rotary chief, is directing the series, with a new club offering a new program each Sunday afternoon.

WWNC, Asheville, N. C., received 16,888 pieces of mail during 1933. In the batch was a good foreign representation, Canada leading with 47 letters, and close follows from New Zealand, Ireland and Hawaii.

WSOC, Charlotte, N. C., claims a scoop over rival station and newspapers in presentation of recent 'jealous lover' killing on principal city street. Broadcast made before police report on blotter.

Komer and Walter Callahan, Asheville, N. C., well known to WSOC audiences, have just returned from New York City and the making of a series of eight mountain music records for American Recording Company.

Mae Farish, seven-year-old torch singer over WSOC, Charlotte, N. C., for Red Top beer has been moved to largest studio in order to take care more of her growing audience that come in each Sunday night to watch the broadcast.

Harold D. (Old Wayside) Brown, conductor of program for shut-ins over WBT, Charlotte, N. C., addressed the Woman's Club at Shelby, N. C.

Fiske Jubilee Singers, negro sextet of Fiske University, Nashville, well known on radio and fresh from a successful tour of Europe, gave two concerts at the Plaza theatre, Asheville, N. C.

Doc Schneider's Texas Yodeling Cowboys, late of WBAP, Fort Worth, Tex., are in North Carolina playing vaudeville in picture theatres.

Douglas Lee, engineer for WSJS, assisting RCA-Victor engineers in installing Terra-Wave radio for Winston-Salem, N. C. Police Department. Set is of new type and short wave sets in private auto will be unable to pickup police calls.

Francis Craig orchestra played on the opening program of WSM, Nashville, on Oct. 5, 1933, and has been on the staff ever since. Craig carries fourteen people in his organization including Miss Alpha Louise Morton. Recently he added 'Pe Wee', a little darkey, as mascot and hotcha singer. With Tommy Harrison, tenor soloist. The band is composed of the following members in addition to Mr. Craig: Cecil Bailey, Powell Adams, Clint Garvin, Red Horn, Bill Yandel, Mickey Tordy, Newt Richardson, John Gordy, Tommy Harrison, Rex Cunningham, Harold, Dean and Curt, known as The Vagabonds, over WSM, Nashville, played Princess theatre in that town.

Mid-West

John L. Clark, gen. mgr. of WLW and WSAI, Clark, the dad of boy, No. 2.

Grace Clauve Raine, vocal director of Crosley's Cincinnati stations, is hearing whines now to her since going in for the raising of Scotties.

Talent WLW, Cincinnati, feasting on venison, the treat of Oklahoma, Bob Albright, w h o bagged deer in Michigan.

Ohio's most publicized man hunt, that for Neal Bowman, escaped desperado, came about when WLW, Cincinnati, aided State highway patrolmen, county and municipal police with day and night flash instructions, directed by Capt. Lynn Black of the Ohio police, during the hot pursuit extending over several days.

'Dutch' Schmidt pinch-hitting for Charlie Flagler at the Saturday morning kid show sponsored by KSO, Des Moines.

The Three J's—Jean, Joan and Jerry—femme trio, getting the latest plaudits at KSO, are Marie, Marjorie Roberts, Jerry, Elaw, and Leatha Noha.

JACK BENNY

WEAF

10-10:30 P. M.

EVERY SUNDAY

CHEVROLET

PROGRAM

ROBINOFF

Radio's Dynamic Master

and his

DANCE ORCHESTRA

at the

HOTEL ROOSEVELT

NEW YORK

NIGHTLY

PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGN, Chicago, Daily

1:30-1:45 P. M. CST

MORIN SISTERS

on the

'SEALED POWER SIDE SHOW'

Every Mon., 7-7:30 P. M. CST.

6-6:30 P. M. PCT

CHARLES CARLILE

Broadcast

WABC

Sunday—6:45—7:00 P. M.

Tuesday—6:30—6:45 P. M.

Thursday—11:15—11:30 P. M.

Direction—CBS

Personal Management

LEW COOPER

Inside Stuff—Radio

NBC has almost four times as much morning time sold on the red (WEAF) link as on the blue (WJZ). Total amount of a. m. commercial time on the NBC books for the current week gives the red loop 11 hour and 45 minutes and the blue, three hours and 45 minutes.

For the 1 p. m. to 6 p. m. stretch the red string down commercially for 11 hours and 15 minutes and the blue, eight hours and 15 minutes. Web's total sales on the week for the a. m. time period (8 to 12) has WEAF down for 22 hours and 45 minutes and WJZ, 19 hours and 45 minutes. Tally of advertiser time on both NBC links this week comes to 77 hours and 30 minutes.

Columbia's prosperity during the last three months of 1933 has been ballyhooed to the trade in a booklet under the tag, "Where They Spent Their Advertising Dollars and What They Got for Them." This final quarter, the booklet states, gave CBS first place according to the amount of time sold over NBC's choice link, the red (WEAF). In drawing comparisons on the entire year of 1933 CBS gives itself an average daily time sales of 4 1/2 hours, NBC's red network, 4 hours and the latter web's blue link (WJZ), 3 1/2 hours.

Dollar sales volume for 1933's fourth quarter, avers CBS, put it 32% over the level that prevailed for the like three months in 1932. Booklet states that in 1933 "all Columbia advertisers earned net profits higher than other radio-advertisers, and higher than all other leading national advertisers."

Hitler bit which Remington-Rand included in its "March of Time" program Jan. 5 provoked a deluge of phone and mail protests. Immediately following the broadcast the switchboard at WABC, New York, was jammed with calls demanding to know why the station allowed itself to be used for "propaganda purposes in Hitler's behalf." Letters voicing similar sentiment have since been pouring in from various parts of the country.

News item which caused the furore had to do with Hitler's greeting of an ex-army mate whom the dictator had brought over from America and given a job. Objection was that the dramatized scene of their meeting was so couched as to put Hitler in a favorable light.

Batten, Barton, Durstine & Osborne, the agency on the account, denied that the item had any implications of propaganda or editorializing about it and averred that the program merely sought to present the incident as told in the news dispatches.

During the remainder of the run of the "Potash and Perlmutter" show on NBC Feen-a-mint (Health Products Corp.) will continue to clear its advertising business through the McCann-Erickson agency.

William Esty agency severed its connection with the Feen-a-mint account when the "Doc Williams" dramatic series it handled for the laxative on the west coast expired a couple weeks ago. Esty's office currently has another Health Products brand under its supervision. It's White's Cod Liver Concentrate Tablets and the program is the "Bar X Ranch" stanza on NBC Sunday afternoons.

Material for the NBC "Little Known Facts About Well Known People," commercialized by Maltex Breakfast food, is being supplied by Homer Croy, novelist, recently in Hollywood for pictures.

Golden State Milk Co. of Los Angeles is using a novel means of advertising its product over the air. Company is buying 15 spot announcements daily from KFWB, Hollywood, in which it plugs various civic activities, organizations and other affairs of public interest. Only plug for the milk concern is the line, "Announcer, your Golden State milkman."

Dave Rubinoff has not an NBC wire out of the Roosevelt hotel, N. Y. Standard Brands, which pays Chase & Sanborn coffee's air bills, interposed an objection to Rubinoff's going sustaining and the network assented by advising the hotel that while Rubinoff is on the job the NBC hookup into the spot stars dormant.

Rubinoff had booked himself direct into the stand, which meant no split on the commission for the NBC Artists Service. This situation made it easy for the network to yield to the S. B. request.

Powers Gourdau, who covers Philadelphia theatre first nights for the radio, frequently pans newspaper critics for being too hard on the premieres, and is getting plenty panned himself for airing too many raves. His prize bloomer this season was picking "Give Us This Day" (3 performances in New York) as a hit possibility. He did, however, predict others more accurately.

It's quite the vogue in Philadelphia for authors, producers and cast of legit to gather round a radio after an opening to get a pre-newspaper slant on the show.

Inside Stuff—Music

Sheet music business from the distributing end hopped out of the post-holiday slump last week to give the Music Dealers Service, Inc., one of the biggest weekly turnovers in its history. Monday (8) was a record breaking day for the shipping combine with the call for "Spinning Wheel" totaling close to 14,000 copies and "Smoke Gets Into Your Eyes," around 10,000.

For the first time since its organization the MDS enjoys practically a monopoly of the current song hits. One tune among the leaders not cleared through this source is "Goodnight Little Girl of My Dreams," a Joe Morris release.

Sale of sheet copies on "Good Night Little Girl of My Dreams," one of the few holders-on of last year, has gone over the 200,000 mark. Plugging of this ditty has been pretty well limited to one element of warbler, which in part accounts for the slow buildup that it has received.

Final check-up of recent election held by Chicago Musicians' Union shows vote of 2,715 for Jimmy Petrillo, 831 for Angelo Cavallo and 23 votes for Nunzio De Pasquale. It was another smashing victory for Petrillo.

Complete shutdown on the broadcasting of "Wagon Wheels" was made effective by Shapiro, Bernstein & Co., last week more out of consideration to the producers of the latest "Ziegfeld Follies" edition than from fear of possible consequences to the sale of the song's sheet copies. Number, which is included in the "Follies" score, is a Negro lament and Louis Bernstein doesn't expect it to prove an exception to the rule that compositions of this genre enjoy minor favor across the music center. Canebrake or cottonfield wall may achieve top artistic success and pile up the plugs galore but when it comes to buying the sheet version the public's proclivity is in anything but that direction. Despite the sustained air and stage popularity of "Lord, You Made the Nite Too Long," the song in its two years of release hasn't sold 30,000 copies. Another sales disappointment of this same composition class is "River, Stay Away From My Door." Turnover of this outstanding click, according to per-

Liquor Squawks

Some of the ex-class drinking restaurants, now gone legit, with retail liquor licenses everything, aver that they've turned back more wet goods since Dec. 15 than in years.

You could trust a bootlegger to one restaurateur's summation of the bad brands being vended him.

Great variance of prices prevailing in liquor shops, and in comparison with department stores which are expected to undersell them, is slowing down the retail thing. Furthermore, the inferior grade of some of the brands has created small amount of squawking. Even the department stores are having merchandise returned, and are accepting it subject to analysis for their own guidance.

MUSIC NOTES

ob. McGil and his Criterion orchestra have returned to the Hotel Traylor, Easton, Pa., after finishing a six weeks' engagement at the Club Dickman, Auburn, N. Y.

Harold Stern replaces William Scott at the Montclair Tuesday (today). Scott's new stand is the Statler, Boston.

Kay Kyser did a man bites dog by winning and dining a bunch of song pluggers. Besides lifting the entire tab the band leader gave each of the contractors a present.

Teddy Powell, guitarist with Abe Lyman band, has written his first song, "I Can't Go on Like This," with Howard Johnson, for Remick's.

Jack Perry now Chicago representative for the E. B. Marke Music company. Replaces Art Stiller who resigned.

Frankie Masters band replaces Noble Sissale orchestra at the College Inn, Hotel Sherman in Chicago on Jan. 22.

Henry Busse band closed at the Granada cafe, Chicago, last week and headed for some road tour.

Ralph Rainger and Leo Robins will write orig. music for "Cosmetica," featuring Carl Birsson, at Paramount.

Gene Quaw's band follows Kay Kyser into the Club Del Mar in Los Angeles. Kyser goes to the Bal Tavorin at San Francisco.

ie Meyer's band has been set at Seattle, and Archie Loveland's musickers at Portland, for tuning up the Chevrolet shows being held simultaneously throughout the country during the week of Jan. 13-20.

Jack Mills spent last week in Canada going over the local sheet music situation with his distributing agent.

Radio stations have been advised by the American Society of Composers, Authors and Publishers that "Wagon Wheels," currently included in the "Ziegfeld Follies," is restricted in every way from the air. Billy Hill and Peter DeRose authored the ditty.

Louis Bernstein and Mrs. Bernstein leave this Saturday (20) for a two to four week stay in Miami Beach.

Abe Lyman was confined to his Hotel New York room last week with a chest cold.

Henry King has shifted from the Hotel Pierre, New York, to the Embassy Club, Miami. Jack Denny has replaced him in the former spot.

performances, hasn't been 200,000 copies and that total takes in both the United States and Canada.

Other ditties of the Negro that have gone big on performer usages but failed to roll up appreciable sheet sales are "That's Why Darkies Are Born" and "Rockin' Chair".

One tunesmith, who too freely adapts the masters, is being termed the Milton Berle of songwriters.

Eddie Elkins closed at the Savoy-Plaza hotel, New York, Saturday (13) because the spot is one of those hostilities which prefers a salon orchestra.

With Lyman and Olsen in Florida vacationing, and Rudy Valle's Connecticut Yankees performing without Valle at the helm, that makes three bands now playing in New York sans their leaders.

Air Line News

By Nellie Revell

NBC expects to gross \$300,000 out of its 40c tourist charge the first year the studios have been opened. During December, 1933, alone, there were 27,886 paid admissions, with an average for the ten November days the studios were open to the public being around 400. Top day in the two months past was Dec. 27, when not quite 2,000 paid. Since that peak, the average has been 1,000 daily, necessitating an increase in guides from 12, at the beginning, to 40 currently.

Talks are being written for the guides explaining the various functions of each NBC department and the relations thereof to actual broadcasting. Tour is undergoing changes to make it more interesting. One possibility is that set guides will be given one department to talk about and just one speech to make, with the tourist groups, being relayed from one guide to another.

Unemployed Actors First

Unemployed actors obtained from the Actors' Dinner Club, Ill be used exclusively on commercial starting for College Inn food products on WOR Jan. Geoffrey Kerr will be in charge of talent.

Short Shots

Morton Downey, now touring in vaudeville, will broadcast from KMOX, St. Louis, Jan. 13 and from KMBZ, Kansas City, the following week. George Gershwin and Louis Katzman's band auditioned for Feen-a-mint last week. Composer may also appear on the Camel show which is slated to undergo changes shortly and which is handled by the same agency. Phil Duey was laryngitised out of an Educational short last week. Alex Grey went in instead. Irving Fields, radio p. a., doing a Broadway column for the New York East Side News. Henry Ford will personally select the announcer for the Fred Waring shows CBS has waxed its announcers for his approval. Gossip mongers would have you believe Leon Belasco and Roberta Wells, his singing proteges, are secretly married. Taint so. Four Marx Brothers are looking for radio work. They've been offered to several sponsors and an oil company was interested until they learned the price the four laddies wanted was \$5,000. Jesse Deppen Ball suffered a broken shoulder last week. Confined to her Beaux Arts apartment in a cast. Isham Jones renewed for the Big Show. Jack Starr auditioned for a WOR announcer's job. George Metaxa auditioned for Sealtiz beer. Edith Murray, new songbird at Columbia, is managed by Irwin Grayson, formerly director of WJZ, Hartford. When Bert Wheeler and Bobby Woolsey appear on the "Hill" Honey and Almond show Jan. 21 as guest artists there will be several national advertisers listening in.

Not Confidential

Rainey, NBC production department, out of the hospital and back at his desk. Ed Byron is the producer for the radio department of the Esty agency. Carl Alsop, formerly with RKO, is one of the new executives with WHOM. Knowles Entrikin is the new casting director for Columbia's dramatic programs. He was formerly associated with Lawrence Langner. Gregory Williamson leaves the NBC production department to go with Lennen and Michael agency. Mary Murphy and Marie Doust, both graduates of the Georgian Court Convention in New Jersey, are in the WOR music copyright and music library respectively. Talent for Milton Biow's new station, WNEW, now includes Kay Reid, staff organist, Walton Butterfield, dramatic chief and Uncle Bob Emery. Carl Lorenz, NBC engineer, is a new father. Sinus Farr, who wrote mysteries, resigned from the NBC continuity department to go with the Esty agency. Bernice Meek, for the last six years in the program department at NBC, is leaving to be written by George Beck. Formerly with Lord and Thomas, now with Harrison, Gardner and Rothschild. Ed Ingles lifted from the night press desk at NBC to the day track. Perry Holloway and Bill Thomas now on nights. Hilda Cole, CBS press department, is travelling with the Kate Smith show on the publicity end.

Gossip

Albert Spaulding wishes interviewers for radio magazines and radio reporters would lay off him and not wait at the studio, concert hall or his hotel to interview him. He's just a bit fed up on publicity. (Maybe that's why he hired a high powered press agent to keep his name in print?) It took two weeks before Royal Glatine decided on the name Kathleen Wells for the girl singer with Peter Van Steeden's orchestra. Now they don't even announce her. Her right name is Kathleen McLean. Borden show starting on CBS Jan. 27 is a publicity dream for MGM, RKO, Warners and Paramount, in that picture produced by them will be dramatized weekly continuity to be written by Don Stauffer and Bill Stuhler, who worked on March of Time. Elizabeth Love, of Roses and Drums is rehearsing in Mackersels Skits, legit show. After being on sustaining almost a year, Harry Hershfield goes commercial on WOR for Chock Full o' Nuts. Howard Marsh has been appointed special musical advisor to grammar and high schools in Rumson, New Jersey, his home town. Aldo Riccio added a cellist and two violinists to his Phantom Strings. A corset concern will sponsor an afternoon series over Columbia presenting filmdom's biggest hits out of towners last week. Among them were Bob Kaufman of Chicago, Bob Donahue of Boston and Ann Gills of Washington, all guests of Jap Gude, CBS publicity director. Ramona has a WJZ sustaining starting soon. Mary McCoy will be on the Kuku show when it starts for AC spark plugs. CBS publicity is building up the Five Spirits of Rhythm. Vivien Ruth recorded "I'll Be Faithful" for three companies last week. Charlie Martin, WMCA dramatic director, hasn't been out of his office for lunch in two months, he's been that busy. Arthur Pryor, Jr., speaking before the American Women's Association, spoke of the opportunities in radio for women.

Stand By

ruce Barton is a cigar smoker. J. Harold Murray had to be begged plenty to make a radio appearance with the Ipana Troubadours Jan. 17. He is wealthy. Columbia press department has dispatched a host to a few of its out of towners last week. Among them were Bob Kaufman of Chicago, Bob Donahue of Boston and Ann Gills of Washington, all guests of Jap Gude, CBS publicity director. Ramona has a WJZ sustaining starting soon. Mary McCoy will be on the Kuku show when it starts for AC spark plugs. CBS publicity is building up the Five Spirits of Rhythm. Vivien Ruth recorded "I'll Be Faithful" for three companies last week. Charlie Martin, WMCA dramatic director, hasn't been out of his office for lunch in two months, he's been that busy. Arthur Pryor, Jr., speaking before the American Women's Association, spoke of the opportunities in radio for women.

M.C. Nuisance

Introducing the celebs at cafe and hotel openings is getting to be an all-round nuisance.

Some day some of the managers, or the stars, or the p. a.'s will first ascertain (1) whether the celebrities present would like to be introduced, or (2) whether it makes any difference anyway.

And who cares if this or that by-line newspaperman or radio columnist is in the house? Excepting a couple of the by-liners whose ego react to it.

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBO chain, and WABC, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from "Radio Log" compiled by Accurate Reporting Service.

Title	WEAF WJZ WABC	WOR WMCA	Total
everything I Have Is Yours.....	22	24	47
It's Only a Paper Moon.....	20	18	38
Smoke Gets Into Your Eyes.....	23	12	35
Spinning Wheel.....	20	15	35
Goodnight Little Girl.....	22	10	32
Did You Ever See a Dream Walking.....	12	13	25
On the Wrong Side of the Fence.....	17	10	27
Our Big Love Scene.....	17	9	26
One Minute to One.....	15	11	26
Keep Young and Beautiful.....	16		
We'll Make Hay.....			
You Have Taken My Heart.....			
Throw Another Log.....			

Girl Singer Badly Hurt

Cleveland, Jan. 15.
Marian Mann, Cleveland singer in Emerson Gill's band, was seriously injured when her car was side-swiped into a telegraph pole going through Harrisburg, Pa. Besides having collar bones smashed, she suffered a broken pelvic bone, skull fractures, and is now in Polyclinic Hospital in Harrisburg. Milan Hartz, young Clevelander and violinist on road with Gill, had pelvic bone fractured in same accident. Stewart Sisters pinch-hitting for Marian Mann, joining band in Philadelphia, and then opening in Boston Tent.

CABARET MUSIC HALL AND PIX ON B'WAY

A cabaret music hall with pictures is the hybrid policy which the Casino de Paris management is planning for the Manhattan Music Hall when the CdeP people take it over. The Manhattan started with the same policy as at the Casino but flopped in less than a week. Casino's take-over is also for protection as it's situated around the corner on West 54th street from the Manhattan. Latter is planned to play six pop-priced acts with pictures, plus dance music and food service, on a pop scale.

Argentine Copyright Opens Nation to Biz, MPPA Sending Scout

American music publishers won't start digging into the Argentine market made available to them by the passage of a new Argentine copyright law until they have found out the extent of protection allowed them by this statute. Board of directors of the Music Publishers' Protective Association has voted to retain some one to go to Argentina and make a study for it of the general music situation prevailing in that country. Under the new Argentine copyright law, which for the first time protects the work of foreign authors and publishers, a copyright registered in the U. S. automatically becomes valid in Argentina. Neither the composer or publisher are under obligation to file their manuscript with the copyright authority in that South American republic. Argentine law was put through as the result of pressure brought by native authors to protect their recorded works from being used promiscuously by Argentine broadcasting stations. Argentine's new copyright law bars a broadcaster from airing a photograph recording without first obtaining the permission of the talking machine company which has the disk under copyright. Control given the recorders as regards radio in Argentina is similar to the protection prevailing for them in Canada and Britain.

CLARK WITH ERPI

Will Concentrate on Wired, Promoti

Walter who last month held an advisory ith the Warner ros. publishing interests, has joined the distribution department of Electrical Research Products. Clark's main concern on the new job revolves around ERPI's maneuverings to crash the "wired music" field with its equipment. Idea entails furnishing restaurants, cafes and hotels with music originating from a central source and carried to member loudspeakers by telephone wire. ERPI's plans in this direction are still in an experimental state. For the past eight months the electric has been serving the Gotham house with such music, on an experimental basis. Using records strictly for the backup.

Paul Whiteman's Class Sunday Night Concerts with Champagne

BUD VS. BUDDY

Dispute Signature Song and Ask \$50,000 Damages.

A signature song is estimated worth \$50,000 in damages according to a suit started in the N. Y. Supreme Court by Thurston C. Shays against Buddy Rogers. Shays is also a band leader involved legally in the pop songs. "My Buddy", written by Gus Kahn and Walter Donaldson. Bud Shays avers he has used that number as a sig song for a long time and because Buddy Rogers adopted the same idea over NBC, Shays deems himself professionally damaged to the extent of the 50's. He also wants an injunction. J. T. Abeles, representing Rogers, denies everything in general. Buddy Rogers was finally served by substitution following a detailed account of how the process server was unable to personally reach Rogers at his Hotel Lombardy, N. Y. apartment where he resides with his mother, Mrs. Bert Henry Rogers.

FIGURE FILM SYNC DIVVY

United States and Canada are assigned 50% of the world rights under a scale of sync music apportionment worked out by a group of accountants for the Music Publishers Protective Association. Split of the film coin set aside for Great Britain is 25%. Schedule of percentages by country was devised to help the American publisher settle upon the share of the royalties due his foreign affiliates. Table of percentages suggested by the MPPA for the distribution of picture revenue follows:
U. S. and Canada, 50%.
Great Britain, 25%.
Australia, 8%.
France, 5%.
Italy, 1 1/2%.
Spain and Portugal, 1%.
Germany, 3%.
Holland, 1 1/2%.
Scandinavia, 2%.
Central Europe, 2%.
Rest of the world, 2%.

RADIO BANDS HELP BUT NOT ALWAYS

Winnipeg, Jan. 15.
Radio as a builder-upper for dance bands is great stuff sometimes. It cost Harry Gault, local musician-promoter, dough to confirm this axiom. Gault began promoting last November by bringing Harry Turner and his band, of KFYZ, Bismarck, N. D., into the Civic Auditorium for a one-nighter. KFYZ, just 400 air-miles away, booms into local loudspeakers day and night, and Turner's boys get plenty good spots on the air, so Harry's first venture was profitable. Next Gault brought in Cliff Kyes' orchestra from St. Paul, but there's little or no listener connection between here, and KSTP, where Cliff's lads are heard occasionally. So this promotion was a flop.

IOWA GOES MUSICAL

Des Moines, Jan. 15.
Iowa's public schools have launched plans for the largest statewide music festival ever to be held in the United States. The event is expected to bring together between 10,000 and 15,000 high school and grade school musicians in a gala Iowa school music day. Nationally famed conductors will wield batons for massed choirs, choruses, bands and orchestras. Expect 50 counties in the state to send at least 150 representatives each. Elaine's Receptivship Receiver for the Elaine Music Co., Inc., 150 East 42nd street, was appointed by Justice Lore, in the New York Supreme Court. Assignment went to Sadie Meryash, a lawyer.

COUVERT GONE, MINIMUM NEXT, IN BALTO

Baltimore, Jan. 15.
With nitty biz hereabouts brightest since hey-he days of '28, managers have sloughed the old prohibition-necessitated covert charge idea, and at present are gradually abrogating minimums. There isn't a covert tab in town, and in past week half a dozen spots have found themselves able to waive minimum, with others intimidated as following suit. All this has been accomplished without slashing floor show costs, orks or retinue.

Cafe Gets Injunction But Mary McCormic Quits U. S. A. Anyhow

On the morning of her sailing, Saturday (13), on the Ile de France for London, Mary McCormic was served aboard ship with Justice Richard P. Lydon's N. Y. Supreme Court injunction writ to restrain her from leaving the country to open at the Palladium to play for any other management during the weeks of Jan. 20 and Jan. 27, 1933. Miss McCormic sailed regardless. Suing her is Collett D. Huff, operator of the Hollywood Country Club, Hollywood, Fla., which had her contracted for these two weeks at \$1,500 a week. Instead, according to the papers, a telegram is appended from the diva apologizing for the necessity of walking out on the Florida engagement because the terms for her London dates had been satisfactorily adjusted. She adds she'll be pleased to "take up the Hollywood engagement upon her return from abroad." Julian T. Abeles, representing Huff, put up a \$1,000 bond per court order.

TOURING VS. LOCAL BANDS CAUSES TIF

Rensselaer, N. Y., Jan. 15.
Fight between Albany Musicians' Union and Howard E. Van Osterbruegge, proprietor of the Edge-wood Inn at East Greenbush, over the right of the night club to book traveling orchestras, has been settled out of court, with Van Osterbruegge apparently the temporary victor. Albany local placed the Inn, which has accommodations for 1,000 dancers, on the "unfair" list and ordered Sammy Kaye's band, of Cleveland, out after its original contract had expired on New Year's Day. To avoid trouble, Kaye obeyed, although he and his boys carry A. F. of M. traveling cards. Inn was closed for several days and then reopened with Kaye's orchestra, under a temporary restraining order obtained by Van Osterbruegge from a Supreme Court judge.

WRESTLING IN CAFE

Sports and Spirits Merge in Worcester.

Worcester, Jan. 15.
Atlas A. A., Worcester's original nite spot, is going to toss in boxing and wrestling bouts for the benefit of the sinner-uppers, beginning Feb. 1. Plan now is to have at least two a month, a wrestling bout tried out a few weeks ago went over with a bang and owners figure that the chance to see the leather pushers and gruntes mix it up while the patrons are hoisting a few will click regularly. All clubs abandoned the nightly floor show weeks ago and are bidding for the patronage on Saturday night.

MUSICIANS IN JAIL 5 MOS. SANS TRIAL

Herkimer, N. Y., Jan. 15.
Edward L. Paul and Nelson Little, Harrisburg, Pa., musicians, were freed Thursday (11) from the county jail where they have been held for five months on an arrest order. They were released as a result of the failure of plaintiffs to press a civil action based on an automobile accident. Paul figured in the accident last Aug. 19, in which a woman was injured. It was alleged he had taken Little's car from Newport, N. Y., where they had been playing in an orchestra, and fell asleep at the wheel while driving to Caroga Lake to seek another engagement.

WLS Unit Will Branch Out, Is Heading East

Chicago, Jan. 15.
WLS Barn Dance stage unit is starting a two months' tour which will take it into the east and south for the first time. Last week-end troupe stopped at the Paramount, Toledo, for three days, and then heads into four Indiana dates, followed by a three-day stand at the National, Louisville. From a full week at the Ambassador, St. Louis, Jan. 26, show then swings into two and three-day stands through southern Illinois on its way eastward. Trip marks the first time the Barn Dance has tried anything outside of midwest territory.

MERMAN TO CHI PAREE

Chicago, Jan. 15.
Ethel Merman comes into the Chez Paree next week replacing Harry Richman as headliner. Richman will do a week at the B. & K. Chicago Jan. 19. Then to Florida for a stand at the Saddle and Tennis club.

Hero Worship in Bermuda

Hamilton, Jan. 10.
Just to shake hands with Sir Henry Wood, Benar Barzelay, violinist of the Inverurie Hotel trio, got-up-at-6-a-m. the day the British conductor arrived from England with Lady Wood. Sir Henry sails (10) for three concerts in Boston.

Tibbett in Folio

Lawrence Tibbett concert folio is being gotten out by Robbins containing all the Metro film songs which Tibbett sang.

By ABEL GREEN

Whiteman inau new Sunday light innu program at the Hotel Biltmore Jan. 14 and will continue these concerts of modern American music in lieu of dancipation. It's a 7.30-9 p. m. program, the first of which struck the keynote for the others to follow.

Deems Taylor m. c'd, introducing the sundry artists plus the guest artists, Jacques Fray, and Mario Braggiotti, radio pianists. The permanent Whiteman's stock company including Ramona, Roy Barby, Jack Fulton, Mike Pingleton and Goldie, along with the Pickens Sisters, the Rondiebers and Floria Armstrong participated.

Whiteman opened with Ravel's "Bolero" and closed with Gershwin's "Rhapsody in Blue," being forced to an encore, "When Day Is Done," an apt enough conclusion for an evening such as this.

In between, the Pickens Sisters and the Rondiebers with the Whiteman orchestra participated in "Song of the Bayou"; vocal specialties by Ramona and Jack Fulton; Dance of the Hours ("La Gioconda") by the Pickens and Rondiebers again; Floria Armstrong in vocals from opera; Whiteman again with Gershwin's "I Got Rhythm"; a brief two-piano recital by Fray and Braggiotti which developed into a show-stopper; Whiteman's own waltz review, "Waltzing Through the Ages," one of his best concert platform standbys, and then the "Rhapsody."

Next week's guest soloist is Dana Suesse, femme composer. In the new trend towards a snar living, these dinner Sunday nights look like a big thing for the Biltmore. No covert, which is smart, as the wine trade alone more than makes up for it. If Whiteman is getting an extra percentage on these Sunday concerts, as reported, on top of the \$4,000 weekly guarantee for his dance music, he's in for a nice extra chunk judging by the initial turn-out.

Blue Eagle Ball Flop Brings Pinch for Two Vermont Impresarios

Barre, Vt., Jan. 15.
John Laipus and John Garusso, dance promoters, are under arrest here charged with fraud. Men came to this city and rented armory for an "NRA" dance and announced music would be furnished by Jack DNA and his Greyhound Nite Club orchestra. Pair also sold advertising space in program and promoted a "Miss Prosperity" contest. Night of dance found orchestra comprised of four school boys and the promoters without the cash to pay hall rent or buy prizes for contest.

Government is taking hand in the matter as the Blue Eagle was used in all advertising matter.

Aldermen Curb Strict Mayor on Beer Music

Burlington, Vt., Jan. 15.
Bands are to return to local beer garden. Last fall the city administration put a ban on dancing in places where beer was sold. But owners have been warring a stiff battle against ruling the ordinance has been lifted by the board of aldermen, but Mayor James Burke, leader of the movement, is expected to veto the action. Aldermen, however, will not sustain mayor's veto and dance will return on February 25.

SONSICK POP TUNE

Chicago, Jan. 15.
Theme song of Harry Sonesick orchestra, "Lazy Rhapsody," will be issued as a pop number by Robbins. "Song" is taken from an original piano solo by Howard Jackson and rewritten by Sonesick as a pop melody. Words have been supplied by Ned Washington.

EVEN PIANOS SOLD WELL IN DEC.

For the popular sheet end of the music industry it was the biggest December in at least four years. Instead of the dealer call sluffing off with the approach to Christmas, as has been the customary reaction, business for the distributors surged upward from week to week. But with the turn of the year things hit a sharp decline and that included the top sellers. Trade construed this slump as due merely to seasonal inventory taking by the retailer.

Smash sales piled up by 'Did You Ever See a Dream Walking' (De-Sylva) the first two weeks of December just managed to nose that tune into first place for the month. 'Good Night, Little Girl of My Dreams' (Morris) maintained a strong stride across the counters throughout this period, while Shapiro, Bernstein's 'The Old Spinning Wheel' suddenly shot into prominence in midmonth and by the windup of December was in the lead.

Represented among the remaining assignees of December's six is a tune, 'Honeymoon Hotel', from a screen musical and another, 'Easter Parade', from a Broadway production. Latter number derives from 'As Thousands Cheer' and it's the first outstanding seller from a legit source to bob up in over a year. Down among the runners-up for December are 'Puddin' Head Jones' (Remick), 'I'll Be Faithful' (Robbins), 'By a Waterfall' (Witmark), and 'You're Gonna Lose Your Girl' (Ager).

Succession of smash tunes has done much to bolster the turnover for the mechanicals. Bing Crosby continues as Brunswick's white-haired boy, Columbia's December sales gave him Coleman as ranking and Eddie Duchin took the lead last month on Victor's list.

ianos Selling?

Chicago, Jan. 15. December saw a continued climb in music sales throughout the field. Sheet music jumped another 10%, while records delivered the biggest month in more than two years. Another indication of returning happiness to the music biz was the sensational hop in piano sales. Long considered passe and flatly through as an industry the piano biz shot back into life during the past month. The Christmas present season sent a heavy increase in pianos in many homes. Which accounts again for the step-up in music sales.

Practically tied for first place in the sheet field are 'Dream Walking' and 'Good Night Little Girl'. Coming up next is 'Old Spinning Wheel', which looks like the top for next month's survey. Not on the blue ribbon slide this month but destined for a spot next month is 'Everything I Have Is Yours', its blue ribbon spotting being indicated by its present rate of climb.

In the disc list Victor gave assigns to the Henry King band for the old build-up which resulted in King orchestra snagging two of the six best sellers. Wayne King band got into the ace schedule by a combination of two old songs. King had done 'Waltz You Saved for Me' and 'Song of the Islands' before but on separate discs. Victor brought the two tunes together with the combo discs picking up sales quickly.

Okay Los Angeles

Los Angeles, Jan. 15. Jobbers and retailers all report increased business for this December over 1932 particularly in sheet music and records. Radio and other musical instruments didn't move as fast as expected but no one is kicking.

Surprise is 'Last Roundup' hanging on as topper on all record lists despite a number of good new platters in the catalogs. Increase of sheet music sales was not alone confined to L. A. and San Francisco, intermediate spots all reporting an increase.

'Dream Walking' is the hottest thing both in discs and sheets though it only reached the charmed half dozen on Victor's list sales, but will make the other two before this week is out.

DECEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING DECEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)
SONG—No. 2	'Good Night, Little Girl of My Dreams' (Morris)	'Good Night, Little Girl of My Dreams' (Morris)	'Good Morning Glory' (Jay Whidden)
SONG—No. 3	'Old Spinning Wheel' (Shapiro, Bernstein)	'Annie Doesn't Live Here Any More' (Guy Lombardo Orch.)	'Annie Doesn't Live Here Any More' (Guy Lombardo Orch.)
SONG—No. 4	'Annie Doesn't Live Here Any More' (Guy Lombardo Orch.)	'The Last Round Up' (Victor Young)	'Honeymoon Hotel' (Leo Reisman Orch.)
SONG—No. 5	'Honeymoon Hotel' (Leo Reisman Orch.)	'Old Spinning Wheel' (Shapiro, Bernstein)	'Good Night, Little Girl of My Dreams' (Morris)
SONG—No. 6	'Easter Parade' (Standard Brands, Inc.)	'I'll Be Faithful' (Robbins)	'By a Waterfall' (Witmark)

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'The Last Round Up' (Victor Young)
BRUNSWICK—No. 2	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'Who's Afraid of the Big, Bad Wolf?' (Victor Young Orch.)	'Beautiful Girl' (Bing Crosby)
BRUNSWICK—No. 3	'Smoke Gets Into Your Eyes' (The Touch of Your Hand' (Leo Reisman Orch.)	'Annie Doesn't Live Here Any More' (Guy Lombardo Orch.)	'Temptation' (Ted Fiorita Orch.)
BRUNSWICK—No. 4	'Count Your Blessings' (April in Paris' (Freddie Martin Orch.)	'You're Gonna Lose Your Gal' (Casa Loma Orch.)	'Build a Little Home' (Abe Lyman Orch.)
BRUNSWICK—No. 5	'You're Gonna Lose Your Gal' (Casa Loma Orch.)	'Temptation' (Bing Crosby)	'Buckin' the Wind' (Anson Weeks Orch.)
BRUNSWICK—No. 6	'Temptation' (Bing Crosby)	'One Minute to One' (Hal Kemp Orch.)	'Good Morning Glory' (Jay Whidden Orch.)
COLUMBIA—No. 1	'Moon About Town' (What Is There to Say' (Emil Coleman Orch.)	'Did You Ever See a Dream Walking?' (Meyer Davis Orch.)	'The Last Round Up' (George Olsen Orch.)
COLUMBIA—No. 2	'I Just Couldn't Take It, Baby' (A Hundred Years from Today' (Ethel Waters-Benny Goodman Orch.)	'One Minute to One' (Eric Madriguera Orch.)	'Ain't You Glad' (Benny Goodman Orch.)
COLUMBIA—No. 3	'Did You Ever See a Dream Walking?' (Meyer Davis Orch.)	'Cinderella Fella' (Ferdie Grofe Orch.)	'Everything I Have Is Yours' (George Olsen Orch.)
COLUMBIA—No. 4	'You're Mother's Son-in-Law' (Tappin' the Barrel' (Benny Goodman Orch.)	'100 Years from Today' (Ethel Waters)	'Texas Tea Party' (Benny Goodman Orch.)
COLUMBIA—No. 5	'Surprise' (Throw Another Log on the Fire' (George Olsen Orch.)	'Roll Out of Bed with a Smile' (George Olsen Orch.)	'It's the Talk of the Town' (Fletcher Henderson Orch.)
COLUMBIA—No. 6	'Inka Dinka Doo' (Count Your Blessings' (Ferdie Grofe Orch.)	'Moon About Town' (Emil Coleman Orch.)	'Big Bad Wolf' (Ben Bernie Orch.)
VICTOR—No. 1	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'Did You Ever See a Dream Walking?' (Bing Crosby-Lennie Hayton's Orch.)	'The Last Round Up' (Don Bestor Orch.)
VICTOR—No. 2	'When Your Heart's On Fire' (Something Had to Happen' (Paul Whiteman)	'Don't You Remember Me?' (Henry King Orch.)	'Big Bad Wolf' (Don Bestor Orch.)
VICTOR—No. 3	'I Raised My Hat' (Puddin' Head Jones' (Rudy Vallee)	'You're Gonna Lose Your Gal' (Jan Garber)	'Did You Ever See a Dream Walking?' (Tom Coakley Orch.)
VICTOR—No. 4	'You're Gonna Lose Your Gal' (Jan Garber)	'Puddin' Head Jones' (Rudy Vallee)	'By a Waterfall' (Leo Reisman Orch.)
VICTOR—No. 5	'Not for All the Rice in China' (Supper Time' (Leo Reisman Orch.)	'April in Paris' (Henry King Orch.)	'Honeymoon Hotel' (Leo Reisman Orch.)
VICTOR—No. 6	'Thanks' (The Day You Came Along' (Leo Reisman Orch.)	'Waltz You Saved for Me' (Song of the Islands' (Wayne King)	'Smoke Gets in Your Eyes' (Paul Whiteman Orch.)

Night Club Reviews

Hotel Roosevelt, N. Y.

Spotting the Chase & Sanborn radio maestro into the Hotel Roosevelt (N. Y.) grillroom where the dancehounds have patronized the Bernies and Lombardos in the past was as much a departure for the hostelry as for Rubinoff to essay dancemanship. That it seems likely to work out both ways is the more surprising. For Rubinoff has a corking dance combo and the Roosevelt, with the one if of no radio wire, has a good chance to cash in heavily on Rubinoff's now unquestionable radio rep.

Hitch of course is that wire. It's almost a dire need for any big public spot. After all the kids only know of what's what via the ether. The big click of the Casa Lomas at the Collonades is probably the most significant note along those lines in the past five years, so far as New York night life is concerned. For radio made the Casa Loma combo. The kids heard this new and different band and the rest is history.

And so, while they know Rubinoff via the electrified jazzing with Eddie Cantor, et al, on that Sunday night C&S hour, they can't hear Jazzbeau Rubinoff from the Roosevelt for the simple reason that C&S (Standard Brands, Inc. that is) has nixed the idea of another radio outlet for Rubinoff whom they've subsidized commercially and exclusively on behalf of the coffee brand.

Anyway, Rubinoff is in at \$2,500 for eight weeks from accounts which too marks something of an historical note in post-repeal N. Y. night life. That sort of a figure hasn't been heard of in the past few years since covert charges went out of style. But now when a \$2 a quart tariff for champagne makes a farce of the \$1.50 minimum check provision, no

wonder the hotels can pay their dance attractions well.

Likewise of unusual import is the change in Rubinoff's personality. He has been wisely cautioned not to shadow-box his tortoise, as has been his pugilistic wont when at a 'Poet and Peasant' overture work-out at the Paramount theatre on Broadway. Instead he's a freer and more affable masher, and the tempos of his present chore. He's only serious when essaying a snatch of violin soloing, long his forte, and with the aid of a suspended mike that drops at will from the ceiling, or raises out of the way, right over the bandstand, he manages a little dance-floor-stopping all his own. But that's not often, and wisely. For the main idea is the dancemanship.

There's also a tiptop mike warbler with him, Helen Moran who, in the present vogue of things, chants the pops sweet, 'hot intermittently. The Rubinoff premiere was quite a festive occasion with Cantor coming over from the Brooklyn Paramount to do his bit for his Chase & Sanborn maestro, while NBC Announcer James Wallingford m.c.'d the introductions. These latter incidentally were a hit over-long even the song pluggers getting a salvo of recognition. Why the newspaper bunch present must be introduced is something only some ancient custom must answer for, with the exception of a couple of by-liners who thrive on that sort of thing, it's a general nuisance all around. Abel.

MACEO SUIT GOES ON

Galveston, Jan. 15. Louisiana Supreme court will decide whether Mrs. Sam Macéo, wife of Galveston night club operator, formerly Miss Jessie McBride of New Orleans, will receive \$50,000 from estate of her former fiancé, Oakley B. Harris, New Orleans sportsman, who was slain several years ago by Sara Kellaway.

Long-drawn-out legal controversy finally appealed to high court by relatives who are opposing lower court decision in favor of Mrs. Macéo.

Ted Weems band has secured additional time at the Bismarck hotel, Chicago, sticking indef instead of pulling out on Feb. 8 as originally planned.

OREGON CAFES SELL ONLY WINES, BEER

Portland, Ore., Jan. 15. Nite club biz burst into full bloom in the burg over New Year's. Via Meyer's Club Victor started things going, and other spots got their share. Burg hasn't had any nite club biz for years. Congress and Multnomah hotels vainly tried to popularize the idea. But the only real trade went to the speakeasies. Repeat changed the picture, though state law prohibits serving hard liquor by the glass.

New York Boogie Again.
BEN POLLACK
and His Orchestra

Proving to patrons of the ultra-smart Casino de Paris that there is something new under the disco music sun with their plugging of

"EVERYTHING I HAVE IS YOURS"
"BITTIN' ON A LOG"
"MY DOP"
"WE'LL MAKE HAY WHILE THE SUN SHINES"
"OUR BIG LOVE SCENE"
"TEMPTATION"
"AFTER MIDNIGHT"
"CINDERELLA'S FELLA"

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